

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLII. NEW YORK, MARCH 25, 1903.

NO. 12.

L. S. BRIGGS

About a Book.

A valuable book entitled "Leading Newspapers" has been published by Geo. P. Rowell & Co., New York. In fact, PROFITABLE ADVERTISING regards it as a work of considerable importance from the advertiser's standpoint, being informative and helpful, with which is combined convenience of arrangement and accurate classification. By the aid of this book advertisers may easily compile a strong list of mediums covering any or every section of the country. This book is the result of an idea evolved by the editor of *Printers' Ink*, who was impressed with the fact that the complexity and costliness of the American Newspaper Directory made a more compact work advisable. It "contains the gold found in the bottom of the pan when the earth and sand have been washed away."—*Profitable Advertising*, March, 1903.

"Leading Newspapers" will be sent postpaid to any address upon receipt of One Dollar.
Address the publishers, **GEO. P. ROWELL & CO.,**
No. 10 SPRUCE STREET, NEW YORK.



The country weekly is read for a week and then sent on to absent friends for further circulation and perusal.

The city daily is read for an hour at most and is then left in the "trolley" or thrown in the ash can. Can there be any question as to which gives the most publicity for the money invested?

Nothing can take the place of the 1,500 local weeklies of THE ATLANTIC COAST LISTS. These papers reach from Maine to Mississippi. They are divided into ten sections for the convenience of advertisers. How this vast territory can be covered with one electrotpe and the cost of doing it explained through booklet-catalogue mailed for the asking.

One Inch One Month, 1,500 Papers, \$336.00.

ATLANTIC COAST LISTS,

134 LEONARD ST., NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLII.

NEW YORK, MARCH 25, 1903.

NO. 12.

ADVERTISING FOR THE PROPER PEG.

During the past six months there has appeared in such mediums as the *Saturday Evening Post* and *World's Work* some vigorous advertising for the Hapgood Bureau, 257 Broadway, New York. This Bureau is something new in the business world. Between men of ability and integrity who are capable of holding places of trust and the employer who needs such men in the executive department of his business it acts as a broker. "Right men for right places and right places for right men" is the Hapgood axiom, and the bureau has been called "the clearing house for ability."

"Hapgoods is not an employment agency in any sense," said Mr. M. B. Wiley to a PRINTERS' INK reporter, "but an agency for putting men of experience and ability into positions where they are needed badly. The expansion of American commerce has created an extraordinary demand for men who carry responsibility and do the thinking work in every department of business. There has never been such a demand in the history of the world, perhaps. Hapgoods is simply an institution for satisfying this demand. It is incorporated under the laws of New York, has a rating at commercial agencies and is a thoroughly responsible business concern. It brings system to bear upon a problem that has heretofore been met by rule of thumb. Our President, Mr. H. J. Hapgood, is a man under thirty years of age. He graduated from Dartmouth in 1896, took a place with a shoe jobbing house as traveling salesman, and while going about among business men in various parts of the United States became impressed with the need for

a bureau that would bring high-grade men and high-grade places in touch with one another in a systematic manner. Last year the idea of the Hapgood Bureau was germinated, and in September we began business here in New York. From the very first we have used advertising space to acquaint the business world with our service and induce men of ability to register with us, and our success is an example of what advertising will do for a really good proposition. At the outset our advertising appropriation was \$1,000 a month, and it is now \$2,000. We began by using ads in the *Saturday Evening Post* and other magazines, and have since gone into daily papers. We have two sorts of service to exploit—that to employers and that for men. By far the greater portion of our advertising is directed to men, for there is no difficulty in finding the right place for the right man, while there is constant difficulty in finding the right man for the right place. We have been searching nearly a month for a sanitary and ventilating engineer, for instance, and while we have about 1,500 men of all sorts registered at present there are also 1,000 positions that await the man who can fill them.

"Our most successful advertising medium at present is the daily paper—classified want ads. We use the dailies of New York, Boston, Philadelphia, Chicago and the smaller cities of the East. When we first began using the magazines we alternated large and small ads, and the small ones seemed to bring little business. But now the small ads pay best. We think that the large displays in magazines have made our proposition known to readers, and that the want ads act as reminders that bring in the actual replies. Of course, these small

ads are printed in the Help Wanted columns, and reach a class of people who are seeking positions, but as a rule the average reader of these columns is least desirable for our purposes. We avoid many mediums because they would reach people that we would not be willing to register. Next to these classified ads the *Saturday Evening Post* has been our best medium, and we are now using quarter pages. We have also used full pages in the *World's Work*, and lately *Success* has brought us good results. At first we were of the opinion that *Success* would reach an undesirable class, but we find it very satisfactory. Of all mediums it is the one that fond aunts, uncles and grandmothers select for young folks' reading. We are also using reading notices in about 150 college publications, for the colleges are our great sources for obtaining desirable men. Our Bureau has been indorsed and supported by many college presidents, and we are now preparing to send representatives to the large institutions to register students, for whom we will find places on graduation.

"Hapgoods does not guarantee a place to applicants, understand. That would be absurd. We simply put a man in touch with an opportunity and it is then up to him to make good. We reject between seventy-five and one hundred applicants daily at this office, and register no man unless he is capable for some definite work and can bring references. Every incompetent sent out means a black eye for our system. In arriving at estimates of men we depend much upon personal interviews or correspondence. Here in New York we talk with applicants in person, while we have a very complete follow-up system for those who apply by mail. There is little difficulty in sifting the chaff from the wheat. We have references and the applicant's past experience to aid us, and we use common sense and knowledge of men in determining his qualifications. After we have learned the necessary facts about a man we make a brief abstract of his specialty, experience and so forth. This is filed, and when an employer sends to us for a man to

do certain work we mail him a dozen of these abstracts. Each applicant is known by a number, for upon our books are many who hold good positions and use our bureau as a means of keeping in touch with every opportunity for advancement. Here is an abstract of an advertising man:

Registration No. A-1440. Position desired. Sales advertising or business manager. Salesman of the highest grade. Position calling for executive ability, superior mental training, intelligence, keen insight, etc., etc., etc. Location, New York City or vicinity. Age, 31. Single. American. Salary, \$3,000-\$5,000. Manager of large experience, Superintendent, salesman of highest order. Has had valuable experience as an advertising manager having spent hundreds of thousands of dollars in building up business ventures. Has been a manager of a publication, and at sales agent for a prominent concern and is thoroughly capable of taking up any work of importance or responsibility either to superintend or to act as representative. Experience has been most varied and has covered all the essentials requisite to the acceptance of a high-grade position of trust. We feel confident that he will do credit to himself as well as employer. He is highly recommended and we also take pleasure in offering his services for strictly high-grade work.

"Do we encounter the graduate of the advertising school among applicants for advertising positions? Yes—emphatically. He is usually the ten dollar per week man who has taken a thirty dollar course of instruction and wants a \$5,000 position. Of course, he cannot fill such a place. We sometimes find men who are capable of filling places at \$1,000 or \$1,500 among these graduates, however, and have found positions for a number. The demand for competent advertising men is very great. Advertising seems to be growing more rapidly than any other department of business. We have placed some excellent men in good places—among others Mr. St. Elmo Lewis with the National Cash Register Company. There is a constant demand for the capables and none whatever for the incompetents. In fact, we endeavor to fill nothing but good positions in all lines, and have no outlet for cheap men. We are not an employment agency.

"We have just opened an office in Chicago, and will open another in Boston within a short time. Offices will also be established in

(Continued on page 6.)

Business achievements and financial prosperity are more and more reduced to almost a mathematical certainty through a system of dependable information about all the principal factors entering a mercantile enterprise. For this reason firms are anxious to employ expert service at almost any cost. The American Newspaper Directory, published for thirty-five years by Geo. P. Rowell & Co., 10 Spruce street, New York, renders to American advertisers an expert service which could not be bought elsewhere at any price. The Directory costs ten dollars per issue. The 1903 issue—totally revised—of the American Newspaper Directory will be ready for delivery in April.

Philadelphia, Pittsburg, Cleveland and San Francisco, while the English field will be covered by offices in London and Manchester. The demand for American business men extends into England and Europe. For our service we charge a registration fee of five dollars, which entitles the applicant to a year's membership. When he accepts a position secured either directly or indirectly through Hapgoods he pays us five per cent of his first year's salary within two months after acceptance. We do not register women. To employers we make no charge for filling single positions, but we have a special service through which we submit abstracts to large corporations and continually search the field for demake a special charge. A large share of our business is done with large corporations, and we have standing agreements with the Western Electric Company, United States Steel Corporation and similar concerns. We also maintain a department of 'Business Opportunities' for the purpose of bringing together capital and legitimate enterprises. The fee for registration is ten dollars.

"Our advertising matter is written by Mr. J. A. Richards, Temple Court, New York. We think that it is very direct and convincing, and have no reason to quibble about results. It has good ideas and illustrations, is changed regularly and is followed up with vigorous printed matter and personal letters. The personal equation is very great, naturally, and we have a most complete card system for keeping track of every desirable inquiry. Let a good man write to us or call at one of our offices, and he is immediately entered on a card. If we do not hear from him within a week we send a letter. Another feature of our advertising is a service of news items to papers in localities where our clients are known. If we place a man who was born in South Bend, Ind., taking him from a position in Indianapolis and sending him to the National Cash Register Company at Dayton, Ohio, we mail short items about him to the papers in those places, telling of his advancement and incidentally mentioning our

bureau. Editors are very glad to print these items, and send us marked copies. In advertising for young men we find New England an excellent field. New York State is another. We have done no advertising west of Chicago, but shall probably extend our publicity to the Western States now that the Chicago office is open."

RAILROAD LITERATURE AND RAILROAD LITERATI.

A great subject—railroad literature. It is in its infancy. There was—and is—a man of the name of Presbry. He used to be a reporter on a New York newspaper I believe. Now he is a great publisher, making the railroad companies suffer the penalties of his enterprise. Railroads make men. They have corporate money to spend. They have such men as Daniels, Wood, Lee, etc., and men are ruined daily, weekly, monthly and annually by the liberty they have in spending. I mean young men. These old fellows, who have worked their way up from the rails, know that a dollar is one hundred cents. The youngsters think it is thirty cents. Mr. Daniels of the New York Central publishes the *Four-Track News* as if he had \$200,000,000 behind him. And there is a similar magazine, entitled *The Book of the Royal Blue*, which shows up the beauties of the Baltimore & Ohio Railroad from beginning to end, from the elder Garrett to Samuel Spencer or Jim Hill. William Elliott Lowes has written a remarkable contribution to civil war literature. It is the correspondence relating to the insurrection at Harper's Ferry. The thrilling story is retold in the dispatches and letters which were published in a limited pamphlet edition by the State of Maryland in 1860.—*Tips* in New York Press.



"ABOVE PAR."

Have you a friend in
Kansas City?

Ask him if he doesn't read

The Star

in the evening and

The Times

in the morning.

Combined circulation
200,000 a day.

The Kansas City Sunday STAR.

Circulation 115,000.

The Kansas City Weekly
STAR goes into over 210,000
farm houses every week.

QUAKER CITY POINTERS.

By John H. Sinberg.

A new department store, to cost \$5,000,000, will be erected by John Wanamaker on the site of his present establishment. According to the plans, the building will be twelve stories above ground and two below, with a frontage of 250 feet in Juniper and Thirteenth streets, and 479 feet in Market and Chestnut streets. The entrance in Juniper street will be a carriage way, 106 by 26 feet, and at the Thirteenth street side will be a loggia for the auto-delivery wagons. These will reach six freight elevators, four of which will run to the basement and sub-basement, and two to all floors. This arrangement will prevent the blocking of traffic in Thirteenth street. In the center of the building will be a light well, 72 by 152 feet, sheltered at the roof by a skylight. The interior furnishing of the store is to be of San Domingo or East India mahogany. The floors are to be of marble, rubber, mosaic and white maple on fire-proof bases.

All girders, beams and columns are to be of steel thoroughly protected and fire-proof. The plans provide for sixty-nine elevators, forty-eight of which will be put in place as soon as possible.

There are to be four brick tower fire-escapes with iron stair-ways ten feet wide. Two sprinkler towers are also to be constructed for protection of the goods. This outlines a fire-proofing system practically invulnerable.

It is proposed to tear down the present building in sections, beginning at the Juniper and Market streets end. In its place will rise the walls of the new building. Cut stone, brick and terra cotta forming the exterior will be blended with specially moulded frames of the large show windows. These walls will rise to a height of 200 feet above the street level. Below ground the concrete foundation will extend forty-three feet to a gravel bed.

The store will have a flat roof and terra cotta cornices.

Outside of a mechanical plant in the sub-basement and part of the

basement there will be no motive power in the building. The engines and boilers will be in a power house in Leiper street.

When the alterations and additions that are now being made at the Strawbridge & Clothier store are completed, and when the new Wanamaker store is opened, Philadelphia—with such other "entire-block" structures as Lit Brothers, Gimbel Brothers and Snellenburg's—will well nigh lead in the matter of mammoth department stores.

Mr. R. H. Durbin, one of the best known advertising men of Philadelphia, and until recently advertising manager of Marks Bros., has opened an office at 918 Drexel Building, and is already writing ads for some very desirable advertisers. Advertising is Mr. Durbin's trade. He has been in the business for seventeen years, having received his preparatory training in the printing and newspaper business, so that, like Mr. A. A. Christian, advertising manager of Gimbel Bros., he is a thorough printer, a helpful knowledge in the securing of striking display in newspaper advertising, as well as in the preparation of booklets. Mr. Durbin has been advertising manager of some of the big Philadelphia stores, and for two years wrote all of the catalogues, booklets and circulars for John Wanamaker.

Lit Bros. have added a cooking school to their numerous attractions. This is in charge of Miss Bannon, one of Mrs. Rorer's able assistants, and hundreds of women crowd her department daily—watching demonstrations in economy and carefulness of cooking.

Mr. J. J. Schamberg, who has been connected with the advertising department of Philadelphia newspapers for eight years, the last three of which have been with the *Record*, recently made his initial long trip for that newspaper, taking in Pittsburg, Rochester, Buffalo and other cities.

GINGER is good in spice cake—and your business.—*White's Sayings.*

WEEKLY AD CONTEST

For the purpose of fostering an ambition to produce good advertisements, retail and others — PRINTERS' INK conducts this weekly contest.

Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

FOURTEENTH WEEK.

In response to the competition announced in the opposite column sixty-six advertisements were received in time for report in this issue. The one reproduced below was deemed best of all submitted. It was sent in by Mary E. Prosport, 5 Gallup street, Providence, R. I., and it appeared in the Sunday issue of the Providence, R. I., *Telegram* of March 15, 1903. A coupon, as provided in the conditions of the contest, was mailed to Miss Prosport. Retailers everywhere are invited to send in the advertisements which they use in their local papers and the publishers of local papers are invited to send in the names of local advertisers, who they believe would be interested in reading PRINTERS' INK. Sample copies will be mailed to such names free. As already stated, among the many ads received every week are a goodly number of bank advertisements, which would tend to show, first, that banks have seriously taken to advertising and are preparing good copy, and next that people are reading such ads.

Union Trust Company

'f you have succeeded in achieving a competence for your family, you have still done only half your duty, if you have not wisely and carefully settled the distribution of your property after your death.

The Union Trust Company is empowered to act as TRUSTEE and EXECUTOR; it has deposited security for the faithful discharge of its duties, and its doors are open to you daily.

Union Trust Company

Westminster and Dorrance Sts.
PROVIDENCE, R. I.

OUR TRADE WITH MEXICO.

The steady gain of the United States in supplying the foreign merchandise required by Mexico is the subject of special comment by an official of the British legation at the City of Mexico in a report made to the British Foreign Office on Mexican trade in 1901. "The United States of America," he says, "are yearly increasing the proportion of their trade in this country. The value of the imports (from the United States) in 1901 amounted to \$6,941,929 as against £6,767,042 in 1900, or an increase from 51½ per cent to 55¾ per cent of the total import trade. The United Kingdom and her colonies together supplied Mexico with merchandise to the value of £1,909,167 during 1901, as against £2,217,111 in 1900, representing about 15½ per cent of the import trade. France supplied merchandise to the value of £1,383,869 in 1900, while in 1901 the value was but £1,231,762, its proportion in 1900 being 10½ per cent, but now is scarcely 9¾ per cent. Germany's share of the trade of Mexico in 1901 was a trifle over 10·1·3 per cent, as against 11½ per cent in 1900. The trade with Spain continues about the same as in past years, viz., 4½ per cent in 1900 and 4½ per cent in 1901." The report presents a table showing the percentage of the principal countries in the imports of Mexico from 1896 to 1901, and shows that the percentage supplied by imports from the United States has increased from 49 per cent in 1897 to 55¾ per cent in 1901; while that of the United Kingdom has fallen from 19 per cent to 15·1·3 per cent; France, from 13 to 9¾ per cent; and Germany has increased its share from 10 per cent to 10¾ per cent, while Spain has decreased from 5 per cent to 4·3·16.

Cotton manufacture in Mexico, he says, is not as active as formerly. The number of cotton factories in the Republic increased in late years to such an extent and the product of those already in existence so increased that with the opening up of new establishments fitted with modern machinery the

market has become overstocked and several of the older factories have had to stop work and in many cases close entirely, a state of things which will continue until the existing stocks of cotton goods are very much reduced. Nevertheless cotton goods form one of the principal items in the imports of Mexico.

The use of electricity not only for lighting but also for industrial purposes is, he says, becoming more general, and several companies have been formed for the purpose of making use of the larger waterfalls throughout the country for the generation of electricity, the machinery being imported chiefly from the United States. The Electric Light Company of the City of Mexico has been unable to supply the demand for electricity for lighting purposes, and the extension of the electric tramway lines about the City of Mexico has greatly increased the use of electricity. The popularity of American goods is especially commented upon by the writer, who says that boots and shoes of American manufacture are now found all over the Republic, while in the city of Mexico four or five establishments have been opened for the express purpose of selling boots and shoes of American make only. Commenting upon the growth of the import trade of Mexico, and especially the increasing proportion obtained by the United States, the writer of the report says: "However much the trade of Mexico increases, the share of the United Kingdom is always decreasing, partly for the reason that British manufacturers and merchants generally will not adopt more modern methods, and consequently what is loss to the United Kingdom is gain to some other country."

BEATING the printer down to a price which insures the cheapest job he can turn out, is one sure way of defeating the ends of advertising. The saving of ten dollars on a piece of printing often costs the advertiser hundreds of dollars through the consequent loss of its effectiveness; but usually a paltry sparrow in the hands of such an advertiser is prized more highly than a carload of turkeys which might be had by releasing the small bird.—*Jed Scarborough.*

Sworn daily average 1901

13,456

Sworn daily average 1902

20,425

Sworn daily average, January,
1903

23,011

MUNCIE (IND.) STAR.

THE STAR reaches 60 per cent of all the homes of the Gas Belt with its two hundred thousand population.

THE

Evening Wisconsin

MILWAUKEE.

A man is best known by his neighbors.

A newspaper is best known by the people of the city in which it is published.

This is also true of

The
Evening : Wisconsin.

It is used by all advertisers in the city of Milwaukee who do any general advertising at all. This is the estimate of the newspaper by the business community of the city.

This can be said of very few newspapers in any city.

THE CHICAGO

Record-Herald

gained in February,
1903, over February,
1902, Daily, 13,349.
Sunday, 79,723.

Daily Average February, 1903

161,888

Sunday Average February, 1903,

207,894

The only known morning and
Sunday circulation in Chicago.

"The Best Thinking, Best
Living, Best Paying People
on Earth."

ENGLISH, SCOTCH
and IRISH

225,000 Population
and no Foreigners

The 30,542 copies daily of the
TORONTO EVENING TELEGRAM
circulate all in the city and in the
homes of the middle classes.

Evening Telegram

(30,542 Daily)

TORONTO, CANADA

PERRY LUKENS, JR. } No 7 York
29 Tribune Bldg. } Representative

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

If it has ever been your privilege to be in a position to watch a proud and happy father as he contemplated the results of his initial effort in the capacity of a parent, you must have been struck by the psychological interest of the situation. In your eyes the infant possessed an amount of redness, baldness, pudginess and bow-leggedness which seemed almost inexcusable, but it was evident that the doting father saw nothing except the embodiment and reincar-

have accumulated enough of this world's riches to be in a position to answer an advertisement have reached the Uncle Hiram stage of existence and are obliged to get out our spectacles before we can read anything but coarse print. We are willing enough to get out our spectacles if we see a scare headline which promises something rich in the evening paper, but we positively will not take that trouble to find out about the merits and superior-



No. 1.

nation of all the grace, beauty and potential wisdom and power which had distinguished the pick and flower of the world's greatness in all the ages of the past. It is much the same way with an ad as it is with a kid. The responsible party, armed with a pocket compass and a microscope, passes hours of the most exquisite pleasure in the keen scrutiny of his work—and fondly imagines that other people will do the same. As a matter of fact, most of us who



No. 2.

ities of the Bristol Steel Fishing Rod or any other contrivance advertised by a dim and foggy engraving. Therefore, if the Bristol man is advertising merely for his own pleasure, let him be as foggy as he pleases and grope around in it to his heart's content. But if he expects the great, busy public to take any interest in his announcement, he will find it to his advantage to get away from style No. 1 and be plain, and clear, and simple—as in design No. 2.

TRADE AND TECHNICAL
JOURNAL ADVERTISING.

X.

One way in which advertisers are often deceived as to the relative value of different trade papers as advertising mediums is in counting returns received from reading notices or advertisements offering to send some trifling thing upon receipt of a postal card requesting it. The best journals are always at a disadvantage in a comparison of this kind, for the best journals are most apt to be read by men in responsible positions; men who are busy; men whose names are in professional directories, business directories, etc., and who are therefore flooded with jimcrack advertising devices of all kinds, which are sent to them by every mail without their making application for them. It is therefore obvious that such men will not scan a trade paper to see what jimcrack things may be offered them in return for a postal card and then sit down and consume their valuable time in writing such postal cards requesting that such jimcracks be sent to them. It is only the working men, operatives of factories, etc., who, while they may be ambitious and may in the future become men worth cultivating, are at present not burdened with such things, nor with demands upon their time, who are glad to avail themselves of such offers. But such men do not, to any great extent, influence the purchase of machinery or other things used in manufacturing establishments. Therefore, it frequently happens, and I know cases where it has happened, that a medium which I know to be inferior, has brought a hundred replies to such an advertisement or reading notice to one reply brought by a medium, the value of which as an advertising medium was at least ten times that of the inferior paper; simply because the latter went to a class of men who will not bother with such trifling affairs, and do not want anybody's advertising calendar or cigar cutter or envelope opener or match box. If I had the money that machine-tool advertisers waste on "advertising novelties" (?) I

should probably continue to work, but it wouldn't be necessary. One trouble with this sort of advertising is that the "novelties" used have long ago ceased to be novel and are now as familiar to us all as are the arguments of their manufacturers as to why they should be used. Another objection is that those people whom the machine-tool manufacturer really wants to reach are abundantly able to buy much better match safes, rules, cigar cutters, address books, etc., than he can afford to send them, and prefer to. I presume that you now have, in your pocket or on your desk, an advertising novelty that you remember distinctly and may have used more or less, but that you cannot recall, off-hand, the name or business of the advertiser who sent it. I think that this is true of most of such novelties, and that the exceptions are the very costly things that cannot be used for general distribution, on account of the expense. I believe that if there is anywhere one class of people more free than others from the desire to get something for nothing, that class is made up pretty largely of those who buy or sell machine tools. I have in mind a good illustration of this fact. A prominent machine-tool advertiser received a copy of a quarterly house-organ, published ostensibly to promote the better advertising of machinery, but principally to grind the axe of an advertisement writer, with the information that some paper in which he advertised or ought to advertise, had paid a year's subscription in his name. He refused to place himself under obligations to either publisher by promptly declining to accept the paper under such conditions and said that if he wanted it he would gladly pay his dollar for it. This machine-tool manufacturer is a fair type of the machine tool buyer. He not only will not send for the hundred and one things that are offered for the asking, but does not altogether like to have such things sent to him unsolicited, particularly if they are so expensive as to seem to obligate him by his acceptance of them. If, on the other hand, they are inexpensive or ordinary they are of the sort with which his

pleasant reading, in the original, even for those who might have no need for a wrench, and, while I know nothing about the results it brought, it seems to me that they must have been good, for the argument and its phrasing were especially suited to the readers of the paper in which it appeared.

* * *

That reminds me that not half enough attention is given to the preparation of ads particularly suited to the different papers. The advertiser is generally too busy to furnish fresh copy for every issue of a single publication, and when it comes to making up different copy for different papers he is simply swamped. He turns to the several "specialists" on machine-tool advertising and finds that any one of them will furnish different copy for every issue of each paper he uses, for a very small sum, by the year. The "specialist" gets busy, very busy indeed for a little while, and turns out a lot of copy, the greater part of which only serves to show his ignorance of the subject. But he makes frequent changes of copy and the advertiser thinks he is getting the real thing in the original package. Then the "specialist" or "counselor" or "advisor" gets another job and the older client's advertisements begin to run two or three weeks in succession, or they're switched from one paper to another, just to go through the motions of doing something, the results drop off, if there were any to drop, the advertiser gets disgusted with advertising as a whole, decides that there's nothing in it and quits. The time will

come when every trade and technical journal of any consequence will have its own staff of advertisement writers. These writers will know their paper and its clientele almost as they know their own families—will know what to write and how to write it so it will reach and impress their readers—and will understand that on the results that come to those for whom they write will depend the amount of advertising the paper will carry, which in turn will have its influence on their salaries. They will study each proposition carefully. They will consult together and with the editorial staffs of their papers and they will produce advertising that will sell goods. It can be done—is being done, but it requires enough courage on the part of the publisher to pay decent salaries for good men. Simply making a pretence of doing this work, turning it over to advertising solicitors who have other things to worry about and none too much spare time, will never do. The only way to do it and to make it pay is to do it right, from the beginning, and give the advertiser a service that is especially adapted to that particular medium and that cannot be had elsewhere. The nearer the advertiser and the publisher get to each other, the better for both. JOHN A. THOMPSON.

◆◆◆
In New York, Chicago, Philadelphia, Boston, etc., advertisers are no longer put off by glib tongued canvassers who claim circulation they can not prove, and when the paper that has been preying upon the confiding public, is face to face with an inquiry, it shirks it, and thus gives the verdict against itself.—
M. Lee Starke.

A POINTER FOR GENERAL ADVERTISERS.

There are more short advertisements such as Wanted Help and Situations, Rent and Sale of Houses, Auction Sales, Lost and Found, Special Notices of Meetings, Marriage and Death Notices, etc., printed every day in THE WASHINGTON EVENING STAR than in all the other Washington papers combined. And right here is a pointer for the general advertiser, as all of these announcements are of vital interest to the every day life of the people, which makes the value of THE STAR supreme in Washington.

M. LEE STARKE,

Manager General Advertising,

Tribune Building, NEW YORK. Tribune Building, CHICAGO.

"THE DEPARTMENT OF COMMERCE."

By Waldon Fawcett.

From the standpoint of the advertiser and advertising interests in general the new Department of Commerce and Labor is likely to prove vastly more important than any other executive branch of the government. This is due primari-

business interests above mentioned. The usefulness to the advertiser of the newly created division of the government will be found not only in the fact that it will deal with the very branch of human endeavor in which he is engaged but also in the circumstance that it will furnish much information for use in one form or another as advertising and mayhap,



MR. GEORGE B. CORTELYOU.

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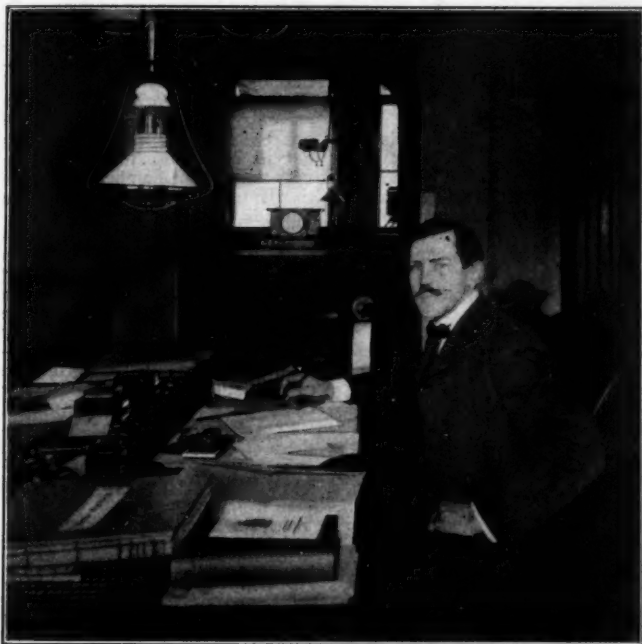
ly to the fact that grouped in this new Cabinet office are all those branches of the public service whose functions have brought them into most intimate association with American commercial and industrial interests, which is but another name, of course, for American advertising interests. Whereas added to these institutions are two new activities which will be of even deeper concern probably to the

if the advertiser be engaged in a certain class of enterprises, the new Department may bestow upon him a measure of gratuitous publicity the value of which can in all probability be determined only by experience. In this publicity phase of its work may be found the keynote of the intense interest which advertising men will naturally feel in the new department. That the whole department will conduct

publicity operations on a scale likely to prove instructive is evidenced by the fact that in the estimate of the operating expenses of the new Department for the initial year of its existence the sum of \$100,000 has been set aside for printing and especially is the publicity campaign to be carried out on an elaborate scale by the Bureau of Corporations which might almost be designated the Bureau of Adver-

government. The Bureau will in short be the recognized and authorized medium for the communication to the national government and the people at large of the chronicle of the operations of corporations and combinations of various kinds.

The Commissioner of Corporations will rank as second only to the Secretary of the Department in importance and power. It will be one



MR. JAMES R. GARFIELD.

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tising, such is the nature of its functions.

The Bureau of Corporations, which is a new creation and which easily constitutes the most important branch of the Department of Commerce and Labor, will deal directly with the great corporations of the country and will in the course of time collect more information of great importance than any other branch of the Federal

of his duties to gather, compile and publish information concerning corporations doing business in the United States, including the corporations engaged in insurance. Inasmuch as there is likely to be, sooner or later, more or less controversy as to how far this official may or may not go in his investigations, it may not be amiss to glance at the law which prescribes the limitations of his authority in

his investigations. It is stipulated that the Commissioner shall have authority to make, under the direction of the Secretary, "diligent investigation into the organization, conduct and management of the business of any corporation, joint stock company or corporate combination engaged in commerce among the several States and with foreign nations, excepting common carriers and to gather such information and data as will enable the President of the United States to make recommendations to Congress for legislation for the regulation of such commerce and to report such data to the President from time to time, as he shall require."

In order to accomplish the purposes for which the Bureau has been created the Commissioner is authorized by law to exercise the same power and authority in respect to corporations, joint stock companies and combinations as is conferred on the Interstate Commerce Commission in respect to common carriers, including the right to subpoena and compel the attendance and testimony of witnesses and the production of documentary evidence. It will readily be appreciated that the position of Commissioner of Corporations is one of great responsibility and the salary of \$5,000 a year is among the highest paid to any Departmental official beneath the rank of secretary. If, as now appears certain, the Bureau of Corporations is guided in its investigations by the popular demand for information it appears likely that both advertising and publishing interests will early come in for a share of attention. In so nearly as the results of such investigations can be forecasted it would appear that the advertiser would gain in some directions and lose in others. For instance he will probably be enabled to secure much more accurate information than ever before relative to circulations but on the other hand he will very possibly be compelled to lay bare to the public some of the innermost secrets of his own business.

Very significant revelations may be expected from publishers, adver-

tisers and advertising agencies regarding concessions in rates and positions given or secured as the result of combinations or by virtue of special considerations of one kind or another. Such disclosures will doubtless be very interesting to the small advertiser who has been paying the maximum rate but it is problematical how they will be regarded by the large advertiser who has been securing better terms than some of his fellows or by the advertising agencies who have not been acting impartially to all patrons. It is to be remembered of course that the advertising agency doing a strictly local business or the operations of which are confined to a single State will not be amenable to investigation but of course such concerns are very limited in number and practically no publications could gain immunity on such grounds.

That the operations of the Bureau of Corporations will have an appreciable effect in the advertising field itself scarcely remains open to doubt. As an illustration of the possibilities in this line there may be cited the case of the leading insurance companies. Many of the great institutions of this character consider their quarterly or annual statements of assets and liabilities the best possible advertisement and have been wont to expend thousands of dollars annually to secure the conspicuous publication of these statements in leading newspapers and periodicals. Whether they will consider this expenditure—or at least so lavish a disbursement, necessary when the Bureau of Corporations makes broadcast distribution of a similar showing of conditions is a question. It is safe to predict that no class of advertising will be affected in a greater degree by the operations of the Bureau of Corporations than will investment advertising. It is only reasonable to suppose that it will be much more difficult to impress the public with the value of the watered stock of some company with inadequate assets or the "bargain price" shares of some bonanza oil company in the face of a generously distributed report of the Bureau of Corporations disclosing the

true status of the institution. Ranking next to the Bureau of Corporations in its importance to advertisers is that other new creation, the Bureau of Manufactures. It is the province of this Bureau to foster, promote and develop the various manufacturing industries of the United States and markets for their products at home and abroad by gathering and publishing (or supplying privately to manufacturers) all available information that could possibly be of use in encouraging the development of industries or enlarging the markets for American goods.

In the work of this Bureau all the consular officers of the United States, including consuls-general, consuls and commercial agents, will co-operate most actively. Indeed, it is to be made a part of their duty henceforth to compile information and statistics for the use of the Bureau of Manufactures and the interesting "missionary work" which has heretofore been carried on by the Bureau of Foreign Commerce of the State Department with such excellent results for American manufacturing interests will be transferred bodily to this new department. Of late years the United States consuls have become virtual advertising agents and foreign representatives for our commercial interests at large and the scope of this work will be still further enlarged. Henceforth the consuls will devote particular attention to appraising American mercantile and manufacturing interests of expositions, exhibitions and displays of any and all kinds to be held in their respective localities and at which it might prove advantageous for Americans to be represented either by regular exhibits or through the distribution of advertising matter. Moreover, such hints will be made public in the Daily Consular Reports—Uncle Sam's daily advertising journal which is distributed gratis to all who ask for it—in ample time for American firms to prepare, ship and set up their exhibits before the opening of any show where it is desired to make a display.

Among the organizations which

will be transferred to the jurisdiction of the Department of Commerce and labor from other Departments of the government are several which have always rendered more or less service to advertisers in an indirect way and which will probably be in a position to in the future confer still greater benefit in this direction as the result of a more intelligent management with reference to the needs of the commercial world. A case in point is found in the Census Office which becomes a part of the new Department. Some advertisers have obtained from the census officials in the past statistics and other information which has been used to advantage in booklets and other forms of advertising but in neither quantity nor quality has the information obtainable from this source been such as it would be, and doubtless will be, with the institution under the direction of a man conversant with the needs of the business public. In this latter respect the Department of Commerce and Labor is especially fortunate. Hon. George B. Cortelyou, the first secretary of the new governmental institution, has been a working newspaper man and has been qualified by long contact with business men to judge accurately what will prove most beneficial to the interests which the new Department is designed to serve. The Department of Commerce will be enabled to accomplish from the outset much more than has been possible in the case of any other department. When other Departments have been created there have followed their inauguration long periods of preparation and experiment which have proven trying alike to the officials of the new enterprises and to that portion of the public waiting impatiently to utilize the facilities which they afford. All this has been obviated in the present instance since Secretary Cortelyou has found awaiting him an all but fully organized department, ready to hand, so to speak. Of the fifteen organizations which comprise the new department twelve have been transferred from other departments of the government.

The magnitude of this new

phase of governmental activity is perhaps not generally appreciated. The new department will employ thirteen hundred men and women in the city of Washington and it is estimated that it will cost nearly a million dollars a year to meet the running expenses. Of this sum \$600,000 will be expended for salaries and \$150,000 a year will be appropriated to defray the expense of the "examiners" sent out by the Bureau of Corporations—advertising solicitors they might almost be termed. The new Department will deal with an internal commerce estimated at \$20,000,000,000, an amount equal to the entire international commerce of the world. The scope of the field open to the new department will be better appreciated when it is called to mind that the manufactures of the United States now outrank all the other nations of the world.

A LADDER is a good thing to climb on, provided it rests on a good and secure foundation. Advertising may be likened unto a ladder. It's a good thing for the man who wishes to reach success quickly, but if there is not merit and truth at its base, great will be the fall when the prop of public confidence is withdrawn.—*Jed Scarboro.*

ADVERTISING OFFICE BUILDINGS.

Advertising the facilities of new buildings is a form of publicity the possibilities of which are but little understood; yet there is a remarkably good field here for an energetic campaign. Every new building that goes up these days has peculiar advantages of location and convenience of appointment that are not possessed by the old-time structures. The lighting is better, sanitary conditions far more desirable, and the suitability of offices for special purposes eminently attractive to certain concerns. These advantages are much desired by those who do not have them. These people hear, off and on, of new buildings being erected, but they do not have time to look into the facilities that might be obtained therein. They are not so desperately dissatisfied that they have to. Moreover, in case they should have a vague desire to move into new quarters, a mistaken idea of rents in certain quarters, or some other fancied difficulty, might dissuade them from looking into propositions which, if they understood them better, would appeal to the prospective tenant very strongly. A booklet of a very handsome character, setting forth in simple, direct language the practical advantages of offices in the new building is always an effective thing. There is a good market for good offices. Dentists, lawyers, doctors and numberless others are continually seeking satisfactory quarters, and the well-designed, well-written booklet is the medium which, in this case, promotes the profitable operation of supply and demand.—*Current Advertising.*

"The Great Daily of the Great Northwest."

"Dealings are safest and most satisfactory with papers that have a uniform price for advertising, charging no man any more and every man precisely the same for the same service as will be demanded or accepted of another."—*Printers' Ink.*

The above is a synopsis of the treatment accorded the advertiser in

THE MINNEAPOLIS JOURNAL

That's why you are safe in placing your advertising in this medium—safe in knowing you are paying no more than any other advertiser for like service and safe in knowing your advertising will reach 90 per cent of the homes of the purchasing classes of Minneapolis.

Permit us to demonstrate these facts.

R. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising,

**Tribune Building,
CHICAGO.**

THE PROMOTIVE EDUCATION OF MODERN ADVERTISING.

Advertising plays a part in the world of trade that does not appear upon superficial reading. True, there is much advertising that contains nothing beyond screams of alleged bargains and rhetorical rhodomontade. But there is advertising with a deeper purpose, which while written with the expectation of sufficiently remunerative immediate response, also serves a deeper and broader usefulness to the store that exploits it, as well as conserving to broad public good. You probably think of advertising as confining its efforts to winning your interest in the store's merchandise, and impressing you with the fact that a certain store is a good one to trade with. But advertising of the higher sort aims at ever so much more. It does not confine its efforts to telling you where to buy things of which you feel the need—it educates desire.

Following its larger purpose of stimulating the industries of the world, it tells you what new things the genius of the world has contrived, for the comfort or beautifying of the person or the home. It tells the world what the rest of the world is wearing, or using in the home. It tells all the beauty or benefits of the articles. It also tells how easy it is to possess these things. It teaches the public that there are better things to eat than they have used before. It tells them of garments that perhaps they have neglected to possess until advertising exploited the necessity. It tells them of things that add character and distinction to the home; and homes grow more beautiful. The successful writer of advertising has a keen sense of the philosophy of human nature. He knows what inconveniences and discomforts exist in everyday life. He knows the personal ambitions, the housekeeping ambitions, of people. Then he tells just how the various kinds of merchandise may meet the perhaps unvoiced wishes of the reader. The consumer is glad to receive the suggestion which betters his condition; and industry is stimulated by increased demand.—*John Wanamaker.*

"INNOCENT"—MEANING A "SUCKER."

That there is an innocent born every minute, and that many remain the same as long as they live, is a truism, unpleasant but undeniable.

No person likes to be known as a greenhorn and yet many invite the uncomplimentary term by being sufficiently credulous to allow shopkeepers to foist upon them something alleged to be "just as good," instead of some well known article which had been asked for.

In almost every instance the imitation article is greatly inferior to the popular one, for in order to sell at a lower price or give a larger package for the same money, as the case may be, the manufacturer of the imitation is not after a high reputation for his goods, but has made his compound to sell upon the reputation of the popular article which has the confidence of the public.

All that can be done is to warn the public in this matter, and counsel individuals to see that they get what they ask for and are not imposed upon.—*New York Telegram.*

UNTIL recently advertisers have not been blameless, because they have not pressed for inquiry. To-day a different state of affairs exists. A powerful Association of American Advertisers has been formed, representing in its membership many of the largest business houses in existence, who spend an aggregate of \$50,000,000 in advertising every year, and they make it their business to investigate circulation and determine for themselves the validity of the circulation claims of the newspapers with whom they expend their appropriation for advertising.—*M. Lee Starke.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

WANTED—To help everybody make \$100 and more per month. **THE SCHEMER**, Alliance, O., tells how. Ask for copy.

WANTED—Advertising tape measures. Manufacturers, send samples and prices to **W. J. WOODBURN & SON**, Montreal.

WANTED—A good man to take charge want ad department evening paper, city \$5,000. Address "WEST," care Printers' Ink.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—A second-hand linotype. Must be late model and in first-class condition. Terms reasonable. Address "LINTYPE," care Printers' Ink.

ADVERTISING student, also experienced stenographer, desires position as assistant to advertising manager. Best of references. Address "M.," care Printers' Ink.

EDITOR or editorial writer: newspaper and magazine experience; college man; twenty-eight years old wishes to change situation. "A. B. C.," care Printers' Ink.

YOUNG man having good knowledge of ad-writing, formerly traveling salesman. I desire a position with adv. agency or good concern. "S. B.," care Printers' Ink.

WANTED—Weekly paper with established circulation among labor organizations. Cash. All communications strictly confidential. Give full particulars. "PURCHASER," Printers' Ink.

I AM not an ad-smith. I am the advertising and selling manager of a bustling, growing manufacturing concern. I have made advertising pay me big dividends, but my business is growing so fast I can't draw as much money as I want. I want to do some advertising work for somebody who knows the value of good, snappy publicity, clean-cut follow up letters and literature. Address "J. M.," care Printers' Ink.

A NEW YORK Advertising Agency wants an outside man, young, of good address, civil, persistent, but not cheeky; having some knowledge of the comparative merits of local newspapers and desiring to learn the business—which is a very good one. State age, previous employment, salary expected, and name one or two references. For the right man this is a good opening. Address "ADVERTISING AGENCY," P. O. Box 673, New York City.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

BUSINESS OPPORTUNITIES.

\$750 WILL buy good 2-press printery. **MAIL ORDER PRINTERY**, Sterling, Ill.

PRINTERS.

If you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

PRINTERS' MACHINERY.

WE BUY, SELL, OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger 10c per in. THE YOUNGSTOWN AND ENGRAVING CO., Youngstown, Ohio.

ALWAYS good half-tone from good copy. Price low, service quick. STANDARD ENGRAVING CO., 61 Ann St., New York.

75c. NEWSPAPER HALF-TONES, single col. 60, 85 or 100 line screen. Delivered when cash accompanies order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

OUTSIDE ADVERTISING MAN WANTED.

YOUNG man having some acquaintance with advertisers in Middle and Eastern States, and some successful experience in soliciting advertisements, either general or for single publications, desiring engagement as outside man on salary with an old and responsible general advertising agency, is asked to address "X. Y. Z., P. O. Box 718, New York City. All communications considered confidential and interviews arranged with favorable applicants.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 51st issue now ready; free. S. F. MYERS CO., 48-50 52 Maiden Lane, N. Y.

LYON & HEALY'S NEW PREMIUM CATALOGUE now ready contains musical instruments of all descriptions, including a special cheap talking machine. \$30.00 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for this catalogue to PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

MAILING MACHINES—No type used in the Wallace Stencil Addressing Machines, which address wrappers, envelopes, etc., at the rate of 100 per minute. A card index system of addressing, a great saving of time and money, used by Printers' Ink, Butterick Pub. Co., Cosmopolitan Mag., Leslie's Mag., the Ellis Co., A. D. Porter Co., Comfort, Augusta, Me.; Cushman Couple, Boston, Mass.; W. B. Conkey Co., Home Life Pub. Co., Chicago; Press Pub. Co., Lincoln, Neb. and scores of others throughout the country; write us for terms and circulars. WALLACE & CO., 29 Murray St., N. Y. City.

BILLPOSTING AND DISTRIBUTING.

A CHEAP METHOD OF ADVERTISING. Advertising matter of all kinds distributed in every section of the U. S. We represent local distributors in small towns as well as in the large cities. We make contracts direct with advertisers for all the distributors that we represent, and can properly handle 100,000 pieces of advertising matter daily for different sections of the country. Our system is as perfect as we can make it. We furnish proof of distribution before payment is demanded. Will give bond for the faithful distribution of all advertising matter. If you are interested, let us send you further particulars.

E. S. HORN ADVERTISING ASSOCIATION, 1193 Broadway, New York.

FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. THE SHAW-WALKER CO., Muskegon, Mich.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beekman St., New York City.

ADVERTISING MEDIA.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

TRY the "Post." You always get satisfactory results. 20 cents an inch flat rate. Reading notices, 5 cents a line. Largest weekly circulation in Pennsylvania. "POST," Middleburg, Pa.

THE leading weekly of Central Pennsylvania. Is used by nearly all the general advertisers. Display, 20 cents an inch flat rate. Reading notices, 5 cents a line, brevier. "POST," Middleburg, Pa.

WHOLESALEMAN'S AND RETAILER'S REVIEW, San Francisco, covers wine, beer and spirit trade of entire West and Orient. It creates a demand. Write for rates.

ADVERTISE in a weekly that brings results. The people here are prosperous and earning money. They spend it, too. Do you want some of it? 20 cents an inch display. 5 cents a line reading notices. "POST," Middleburg, Pa.

THE Daily and Weekly SENTINEL and Nacogdoches PLAINDEALER (Weekly) reach every intelligent family in Nacogdoches County. Pop. of co. 25,000, city 4,000; assessed valuation of co. \$5,000,000. One electro, one letter, one check. NACOGDOCHES PRINTING CO. (Incorporated), Nacogdoches, Texas.

50,000 GUARANTEED circulation, 15 cents a line. That's what the PATHFINDER offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

THE FREEMAN, the national organ of the Negroes. It is supreme in this field. A valuable mail-order medium, reaching a class of customers not now reached by your present system of advertising. Advertising returns are the convincing arguments of its circulation. Not to surprise you would surprise us. Advertising rates on application. GEO. L. KNOX, publisher, Indianapolis, Ind.

THE NATIONAL FARMER AND STOCK GROWER is a high-class monthly farm paper with a strong leaning toward live stock raising. It reaches the best agricultural constituency and has the largest circulation in its class. Guaranteed circulation 100,000 copies each edition. For advertising rates address any up-to-date agency, or the publisher, PHILIP H. HALE, 416 Granite Building, St. Louis, Mo.

STEREOTYPE OUTFITS.

COLD Simplex stereotyping outfits, \$15.50 up. Two engraving methods, with material. \$2.50. Foot-power circular saw, all iron, \$37. HENRY KAHR, 340 E. 3rd St., New York.

EXCHANGE.

EXCHANGE what you don't want for something you do. You have mail order names, stock cuts or something similar and want to exchange them for others, put an advertisement in **PRINTERS' INK**. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

BOOKS.

DEPARTMENT STORE DIRECTORY.

\$1 postpaid. 233 Broadway, New York.

MACDONALD'S new book, "Successful Advertising: How to Accomplish It," is complete, clear, concise. 400 pages, cloth bound. Postpaid 62. LINCOLN PUB. CO., Provident Bldg., Phila.

THE book of books for the Advertiser and the Advertiser, "Theory and Practice of Advertising," the first and only text book on Advertising in the world. Price will soon be raised to one dollar. At present 75 cents, postpaid. GEORGE W. WAGENSELLER, A. M., Author, Middleburg, Pa.

LISTEN—Every reader of **PRINTERS' INK** who enjoys reading original and progressive ideas pertaining to the interests of the merchants in general ought to send for a copy of "LISTEN."

"LISTEN" is a monthly magazine published at Evansville, Ind. Send two two-cent stamps for sample copy.

LEADING NEWSPAPERS, a handbook for advertisers, compiled by the editor of **PRINTERS' INK**, is now ready for delivery. Every advertiser and every student of an advertising school should add this book to his working outfit. It is a handsome volume, substantially bound in green cloth and gold, pocket-size, and will be sent postpaid upon receipt of one dollar. Seven separate chapters give broadly written information that is valuable to every advertiser and necessary to know for everyone who intends to make a living by writing and placing advertising matter. Address **PRINTERS' INK**, 10 Spruce Street, New York.

MISCELLANEOUS.

MAILERS get back postage by inclosing our catchy circular. SUCCESS SUPPLY CO., Santa Rosa, Cal.

PRICE on "Theory and Practice of Advertising" will soon advance to \$1.00. 75 cents now does the trick—50 complete lessons—postpaid. Foreign money orders should be payable at Sunbury, Pa. Order now. GEORGE W. WAGENSELLER, A. M., Author, Middleburg, Pa.

THE management of every live newspaper wishes to increase business—daily—weekly—monthly. It must chiefly be gained through an increase in advertising. Advertising is a peculiar proposition to new or prospective converts. It's a force and a tool and can work destruction as well as success. An advertiser must be systematically developed. First his mind must be prepared, the field cleared, and then comes the practical, tangible proposition. **PRINTERS' INK**, the Little Schoolmaster in the Art of Advertising, is the pioneer force to make—first, converts to advertising, then to show the young advertiser the way to success. The missionary work of **PRINTERS' INK** is as unique as it is successful. It works silently and surely on mind and intellect, especially on the latter. The newspapers of the United States can point to no other single factor that has done so much to enhance and develop their advertising. The publishers of **PRINTERS' INK** are willing to bargain with a few newspapers of the highest grade to send a specified number of **PRINTERS' INK** subscriptions and allow them to be paid for by an advertisement of **PRINTERS' INK** to be inserted in the paper interested. Any one interested should specify how many subscriptions are wanted and inclose his latest rate card. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

FOR SALE.

THE CHARLOTTE NEWS and **TIMES-DEMOCRAT** have the largest circulations in the best city and county in North Carolina.

YOU can buy space in the **Charlotte NEWS** at reasonable rates. It carries more advertising than any other North Carolina daily.

"THEORY AND PRACTICE OF ADVERTISING" now 75 cents. Second edition will soon be issued and price will jump to one dollar. Send 75 cents to-day to the author and publisher, GEORGE W. WAGENSELLER, A. M., Middleburg, Pa.

ADVERTISEMENT CONSTRUCTORS.

MAIL-ORDER ADVG written and planned. EUGENE KATZ, Boyce Bldg., Chicago.

LET me prepare your Easter advertising. H. J. ELLSWORTH, Advertiser, Buffalo, N. Y.

EDWIN SANFORD KARNE, writer and promoter of profitable publicity, 571 East Forty-third St., Chicago.

ILLUSTRATED advertisements at low cost for bankers and retailers. Best made. Send business card. ART LEAGUE, New York.

HENRY FERRIS, Advertiser, Ad [H] mark. 914-920 Drexel Building, Philadelphia. Advertiser. Gimbel, Wanamaker, independent.

JOHN writes talk that wins business, at prices consistent with service rendered. Ask for samples. 45 Ky. Ave., Lexington, Ky.

ONE of my clients writes: "The form letters you just sent are splendid. They ought to get the business." A. B. MERRITT, writing, printing and illustrating for advertisers, Gd. Rapids, Mich.

WHAT to talk about. How to put it clearly and forcibly. I've a notion I know. You might think so too if you saw some samples of my work. Ask.

BENJAMIN SHERBOW, Advertiser, 1019-21 Market St., Philadelphia.

WHY not order a copy of "Theory and Practice of Advertising" to-day! 75 cents now. Price will soon advance to \$1.00. Make foreign money orders payable at Sunbury, Pa. and domestic orders payable to the Author, GEORGE W. WAGENSELLER, A. M., Middleburg, Pa.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You can do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

'TIS FRIGHTFULLY COSTLY!!

T for a man in any business or profession whatsoever, to be FORGOTTEN and this is what makes oblivion come so very, very "high." The man who is REMEMBERED by a buyer about to place an order is the man who gets that ORDER every time, whereas the man who is FORGOTTEN don't. I make a specialty of building little memory joggings "things" of various kinds that when persistently used insure their promulgator against being so EXPENSIVELY FORGOTTEN. Many of these "little things" of my "get" slip into the regular 6x envelopes and into most "heads" from No. 7 upwards and say in small space quite as much as need be said to a busy man with his thirst for "hot-ard" and "padding" under perfect control. I'm always glad to send samples of my "doings" to those whose communications suggest possible business, and who know too much to use a postal card when asking that they be sent.

REMEMBER THIS, MY BRETHREN!!

You cannot "refresh" a buying memory too often—if done discreetly.

My "doings" include catalogues, booklets, price lists, folders, circulars, mailing cards and slips, circular letters in series, newspaper, magazine and trade journal advertisements; in short, commercial literature in all of its many possibilities.

My work includes writing up the subject matter for all such things, from notes furnished me—often from very meager ones.

FRANCIS I. MAULE.
No. 21, 408 Sansom Street, Philadelphia.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:
Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 25, 1903.

GOOD ads don't usually come ready made. They must be created to order to meet the individual requirements of the business to be advertised.

THE publisher of *Wilshire's Magazine* claims that twenty-six pages of advertising were rejected as being unworthy in making up the March issue.

THE third book of Appleton & Co.'s series of historic lives is *Horace Greeley* by William A. Lynn, formerly managing editor of the *Evening Post*.

MR. C. B. BARRETT, care of the Hallock Paint, Oil and Glass Company, 1721 to 1745 Arapahoe street, Denver Colo., writes that he tried to purchase *PRINTERS' INK* from every newsdealer and stationer in his city but failed to find it. If one orders *PRINTERS' INK* from any newsdealer he will provide as many copies as wanted. In New York City the Little Schoolmaster is on sale on all the news-stands.

ACCORDING to *Mines*, a new Boston monthly devoted to this large subject, a bill has been introduced into the Massachusetts legislature which requires mining companies to file a statement showing condition and location of their property, specifications, amount of work that has been done, equipment and other information, before stock is offered for sale. This measure seeks to abate the "wildcat" mining stock evil.

Effective Advertising is a new *PRINTERS' INK* baby from Knoxville, Tenn., published by the Hollday-House Co., of that city. The initial number contains twelve pages, and has rather a good assortment of advertising advice for a beginning.

STUDY your goods, consider their beauties and write the things that they move you to say. If the goods do not move you to say forceful, convincing things there is grave question whether they are the sort of goods that can be profitably advertised.

In a suit for infringement upon the National Biscuit Company's valuable rights in the "In-er-seal" package, Judge Adams, of the United States Circuit Court, recently decided against the Union Biscuit Company, defendants. In this finding he held that the moisture-proof carton has materially improved the method of distributing the company's product, that it has been found equal to climate conditions all over the country, that it reduces cost to consumer and adds to his convenience, and that the National Biscuit Company is entitled to undisturbed enjoyment of the profits arising from the new conditions.

THE latest addition to the "Four Track Series" is a brochure of sixty-four pages entitled "Seen from the Car," designed as a guide, mentor and friend for travelers between Buffalo and the Grand Central Station. The history, geography and geology of what Mr. Daniels calls "this delightful region" is most entertainingly set forth in narrative and pictures. As pure reading matter the volume is thoroughly readable, and will divert and instruct those who go to Buffalo or those who stay home. The text is by Mr. Charles Barnard, a well-known writer and lecturer on educational matters, and brings out information that will probably be quite new to persons thoroughly familiar with the country described. The printing—particularly the cover—is entirely creditable to Rand, McNally & Co., Chicago.

THE capacity of the business concern that advertises judiciously and continuously is invariably limitless.

Just as it is difficult to spell "coffee-pot" without saying "tea-pot," so the average person sending a mail inquiry in response to an advertisement has difficulty in omitting the name of the publication in which the ad appeared. It is so very natural and ready a way of beginning such an inquiry to say "Regarding your offer of booklet in this month's *Delineator*—" that by far the greatest number of magazine ads now appear without key letters. Between the two methods the keyless ad is even preferable, for many advertisers of experience in the mail order field say that the writer who ignores street numbers or box letters on the envelope will be fairly certain to mention the publication in the inquiry itself, and that the proportion of inquiries in which the medium is named enables the advertiser to strike accurate averages for a large list of publications.

HALF a million original prescriptions have been filled at Knapp's Drug Store, King and Hudson streets, New York, with perhaps a quarter million renewals in addition. To commemorate this event a souvenir booklet called "A Pig in a Poke" was issued recently, containing a most thorough description of the checking system in use at this store, which was founded by Peter B. Knapp in 1839. Stress is laid upon methods of re-checking, upon the carelessness that obtains where there is no such system, upon the fact that each prescription clerk has his own tools, even to pen and ink, and that a rigid set of rules is observed in the store at all times. These rules for compounding are given in full, with facsimiles of the labels and numbers attached to each prescription. Altogether it is an effective piece of retail literature, and one that cannot fail to make an impression upon the reader. A large edition was distributed to the general public, while copies were also sent to physicians calling attention to the store's facilities in this department.

ADVERTISERS who drift soon cease to be advertisers.

FOLLOWING is the full text of the amendment passed recently by Congress to prevent the use of facsimiles of United States coins in advertising matter. This law is now pretty generally known and observed, but the provision regarding foreign coins will probably be new to advertisers:

That every person who makes, or causes to procure to be made, or who brings into the United States from any foreign country, or who shall have in possession with intent to sell, give away, or in any other manner use the same, or in any business or professional card, notice, placard, token, device, print or impression or any other thing whatsoever, in likeness or similitude as to design, color or the inscription thereon, of any of the coins of the United States or of any foreign country that have been or hereafter may be issued as money, either under the authority of the United States or under the authority of any foreign government, shall, upon conviction thereof, be punished by a fine not to exceed \$100.

A NEW method of insuring mail matter that will interest mail order concerns has recently been put in operation by the Home Insurance Company of New York, and is meeting with the approval of business houses. According to the *Indicator*, it is designed to furnish a cheaper and more convenient form of registry than that furnished by the postoffice:

The company insures registered or unregistered parcels of merchandise against loss from any cause whatsoever from the time they are deposited in the postoffice until they are delivered to the proper addresses. As is well known the postoffice department does not guarantee the safe delivery of letters or parcels registered or unregistered and does not indemnify in case of loss. The Home's plan is to issue open policy on merchandise, which is accompanied by a book of stamps or coupons of convenient size. The books contain 100 to 1,000 certificates of from \$5 to \$50 each. The insurance is secured by inclosing the stamp or coupon in a letter accompanying the invoice, and making the necessary entries of the stub kept for that purpose. The book of certificates is purchased from the company and the stamps can then be used as fast as desired, without notice to the company. Unused stamps can be redeemed. The cost of the insurance on regular mail is 5 cents on parcels valued at \$25 or less and 10 cents on parcels valued at from \$25 to \$100. If the value is less than \$10 the company will insure the parcels without registration. Parcels sent in the ordinary mail valued at \$5 or less will cost 5 cents, and valued at from \$5 to \$10 will cost 10 cents.

THE *Daily News*, Nashville, Tenn., issues a folder giving summaries of a house-to-house canvass in that city to ascertain the relative circulation of its three daily papers. The canvass included 15,000 houses in the residence districts, and is entirely favorable to the *News*, by its own showing.

ONE of the best little personal publications in the real estate field is *Mengel's Real Estate Register*, a thirty-two page monthly published by Mengel & Mengel, Reading, Pa., and devoted to lists of property in that city, with summaries of local conditions and prospects. Other real estate advertisers will profit by examination of a sample copy.

MR. POST, of Battle Creek, now takes the stump with suggestions for the improvement of newspapers on their advertising side. At a recent meeting of the Michigan Press Association he suggested that a column of advertising and a column of pure, spotless reading matter should alternate throughout the entire sheet, giving each advertisement position next to reading matter and all reading matter a position adjoining advertising. Mr. F. F. Rowe, manager of the *Kalamazoo Gazette-News*, announces that he is going to carry out Mr. Post's suggestion to ascertain whether he is so far in advance of his time that readers will not understand him, brutally stopping their subscriptions. The entire edition of Sunday, April 19, will be printed in this style, and it is expected that the new departure will attract wide attention from advertisers and the general public. Contracts for the *Gazette-News* calling for ads wider than single column will be changed to conform to the new style where advertisers do not object. While the plan is certainly ingenious and perhaps advantageous to advertisers, it does not appear to the Little Schoolmaster as one that will be generally adopted, for eliminating the natural objections of publishers and readers there are doubtless many advertisers who prefer to cling to wide ads.

A NEW building and equipment are needed very badly by the Y. M. C. A. at Salt Lake City, Utah, and presently the general secretary, Mr. Oscar L. Cox, intends to submit to the business men of that town a detailed prospectus of the building and equipment needed. By way of preparing a reception for this prospectus a folder is now being sent out which shows a record of the Association's work during four months, compares its facilities with those of other cities, gives a list of persons who have contributed large sums to the work recently, and presents some interesting views of the equipment of the Association at Portland, Ore. It is a commendable piece of Y. M. C. A. advertising.

It is possible for a newspaper to tell a great deal about its sale, its distribution, about many things concerning which advertisers sometimes inquire; and it is possible to do this in such a way as will convince the listener that the newspaper man knows what he is talking about and the words he is speaking are the simple truth—no more and no less. The best reason for refraining from giving much definite information about the details of a newspaper's distribution is always found in the circumstance that the facts if put into words would not produce a good impression on the mind of a would be advertiser. The best example PRINTERS' INK recalls of a paper having a good story to tell and a capacity to phrase it in convincing sentences, is a recent circular issued by the Decatur, Ill., *Daily Review*. The Little Schoolmaster is so much impressed with the interest to advertisers possessed by such a circular, and its value to other newspaper men who would issue a similar statement if they knew how were in the brain case, and facts to warrant to be obtained by office records possible to be compiled, that it was decided to give free space in these pages to reproduce the entire circular, the letter that came with it, and this handsome editorial indorsement of the whole. Persons interested are respectfully referred to pages 31 to 35 of this issue.

MONTGOMERY WARD & Co., Chicago, following their recent aggressive advertising in the magazines, will use billboards in twelve States of the Middle West—Illinois, Indiana, Iowa, Texas, Wisconsin, North and South Dakota, Ohio, Minnesota, Michigan, Missouri and Pennsylvania. All towns of 1,000 to 3,000 population will be included, according to the *Bill-poster*, and the contracts call for three months' display of eight-sheet posters in three different designs, each offering specific articles with plainly printed prices. Some 825 towns are listed, and it is estimated that the advertising will cost about \$2.40 per town per month.

THE Postoffice Department proposes to test a new letter-box which will receive special delivery letters in the street, according to the *Sun*. This device is made by the Mills Novelty Company, Chicago, and the box is very like those in use at the present so far as outward appearance is concerned. If a man has a letter he wants to go by special delivery, he puts an ordinary two-cent stamp on it and takes it to the nearest special delivery box instead of to a postoffice station. He drops a dime in the slot and the lid drops down, leaving an opening large enough for the insertion of a letter. The letter is slipped in and the lid pushed back. As the letter drops it is stamped with the number of the box and the number of the letter. The coin holder, which is a metal box, is arranged so that the collector cannot open it, but must take it back to the office where the key is kept. It is also arranged to prevent the use of spurious coins. As the dimes drop into the box they retain their consecutive position. The letters are also marked consecutively by the automatic stamp. Thus, if the fourth coin is spurious, it will be known that it was dropped in with the fourth letter, which will furnish a clue to the swindler and prevent the sending, of the letter. Another useful feature is an indicator, which shows the collector if any letters have been dropped in the box.

ON the Bowery a man seldom gets the "double cross" more than once in the same place. Clothiers and other advertisers who cater to men may find a valuable suggestion in this fact. Possibly a few business managers of newspapers may do likewise.

A PLAN to prevent price-cutting has been evolved by Mr. Robert E. Chumaseo, manager of the Frog-in-Your-Throat Co., New York, and the *National Druggist* believes that it is the most promising innovation yet made in this line. All orders for this remedy must be filled through jobbers. A rigid scale of prices has been set for both jobbers and retailers, and the jobber must bind himself to maintain prices before he can obtain goods. Each box of the remedy is numbered serially, and a record is kept of each box sold to a jobber, so that when a retailer is found cutting prices the jobber who sold him goods can be traced. A similar plan was tried some years ago by Dr. V. Mott Pierce. Numbers in sympathetic ink were printed on each package of the Pierce remedies, and brought out with chemicals when goods were bought of price-cutters, but in Dr. Pierce's experience jobbers were usually able to prove that goods had been obtained of them in roundabout ways, and that they were innocent of violation of agreements. A much more promising feature of the Frog-in-Your-Throat plan is that of giving each retailer who purchases a gross of the remedy one dozen boxes free on condition that he maintain prices. This extra dozen is supplied by the company, and as there is a profit of eighty-three per cent on goods in gross lots, the temptation to cut price is small. This well known remedy lately came into the possession of a new company, and great enterprise is being shown in its exploitation. Materials for window displays are liberally supplied, and substantial cash prizes are offered for the best showings. In addition to these prizes one dozen boxes of the remedy are given to each retailer who maintains a Frog-in-Your-Throat window two weeks or more.

AMONG the many series of business articles continually being published in the *Saturday Evening Post* is one dealing with advertising from the statistical as well as the anecdotal side. These articles were written by Paul Latzke, and the first, appearing in the issue on March 14, contained among other features a summary of the growth of systematized publicity:

The gold production of the entire world for 1901 was \$252,095,600. To produce this sum about \$200,000,000 was paid out for labor, supplies, transportation, reduction, etc. This left a net profit of \$50,000,000 in round numbers on the year's gold mining. In the United States alone \$250,000,000 was spent last year for advertising. On this there was an estimated profit of \$75,000,000, or \$25,000,000 more than was cleared by gold mining throughout the whole world. A considerable sum of money was lost in advertising because of inexpert work, but these losses do not compare with the enormous sums lost by unfortunate prospectors and operators in gold mining. It has been said with some authority that more money in the shape of labor and supplies is put into the ground each year by miners than is taken out. The comparatively small number of men who have grown rich out of mining would seem to give this saying force. Of men who have grown rich through advertising there are scores to be found in every city, almost in every town. With few exceptions, almost every industry in the land is dependent on proper advertising for success. And this is getting to be the case to a greater extent every year. Even the Standard Oil Company, notorious for its antiquated methods, is going into the field. Not long ago the company spent over \$200,000 advertising the virtues of oil stoves for cooking and heating, to stimulate the demand for kerosene. The United States Steel Company since its organization has spent probably three times as much for advertising as was spent before consolidation by its constituent companies. One of its branches, the American Steel and Wire Company, has gone into practically every agricultural paper in the country advertising its wire fencing. The National Biscuit Company last year spent in the neighborhood of a million and a quarter dollars, and the American Tobacco Company about as much. Railroad advertising has grown by successive stages until to-day it ranks among the most important in the land. The fifteen leading railroads of the country spent in 1901 over \$2,000,000, and it is expected that the annual reports for 1902 will show a very large increase over this. A comparatively few years ago there was little or no railroad advertising in the ordinary sense. The New York Central led the way when George H. Daniels became its general passenger agent, and the other great roads were not slow to follow suit. The entire industrial system of the country is being modified by the power of advertising. The middle man, the job-

ber, is being more and more eliminated, and the producer is going direct to the consumer. This would have been practically impossible without the modern use of printer's ink.

Of thirty-one publications reaching retail druggists listed in the last issue of the American Newspaper Directory only five have figure ratings. One is accorded a letter rating of E (exceeding 12,500), seven are classed "JKL" (less than 1,000), while twelve bear either I (exceeding 1,000) or H (exceeding 2,250). Third among those with figure ratings is the *National Druggist*, St. Louis, with a monthly circulation of 7,841 for the year ending July, 1902. This is the only publication in the retail drug trade which bears the gold marks **00**, indicating superior quality of circulation. Examination of the March issues shows the *National Druggist* to be a national journal, as against many in this field that cover restricted territory. Its editorial policy is ethical, and its opinions are honest, vigorous and aggressively expressed. It has a higher literary tone than most trade journals, while the scientific and technical departments are very complete and authoritative. Its advertising patronage indicates that it enjoys the favorable regard of practically all who advertise regularly to retail druggists. The March issue contains eighty pages of advertising, among the noteworthy announcements being those of the Liquid Carbonic Acid Manufacturing Co., Chicago, H. K. Mulford Co., Philadelphia, Parke, Davis, & Co., Detroit, Od Chemical Co., New York, Paris Medicine Co., St. Louis, American Soda Fountain Co., Boston. The mechanical work is good, and modern advertising matter will not be vitiated through poor printing. The body of ads leads an outside observer to believe that retail druggists read them regularly for suggestions and news of preparations and store devices. Of the thirty-one miscellaneous publications in its special field the *National Druggist* is among the four that lead in point of circulation, while in the point of quality it probably comes very near being first.

ADVERTISING VALUE OF "SCARE" PICTURES.

These are selections from three times as many similar advertising illustrations clipped from the Little Schoolmaster's newspaper ex-

yet the results were not likely to frighten any sober person. There is no intention of discussing the wickedness of such advertising illustrations. That is an affair for the moralist and the higher critic. But what is the advertising value



changes in a single day. Only the most horrible examples were taken. There were many others meant to be as horrible, but through the artist's lack of skill or the advertiser's inexperience they fell short of a convincing degree of grossness—each had done his best,

of the "scare" picture? It may be effective enough to frighten readers into buying a proprietary remedy that they do not need, and even though that remedy be harmless, such advertising is morally wrong. But if it sells more of such a remedy than pleasant illustrations

could sell, it is good business policy for the advertiser to use the "scare" illustration, provided he experiences no twinges of conscience. Beyond question, many advertisers find such illustrations highly profitable. The number printed in newspapers is large, and there would be many more were restrictions removed by newspaper publishers. There seems to be a tacit belief among certain advertisers that the "scare" picture is the most effective appeal in exploiting proprietary remedies, tobacco and opium cures, coffee substitutes, cathartics and similar commodities. Statistics would probably show that the greatest proportion of this advertising is based upon arguments intended to frighten readers. But is there no better argument available for such commodities? If the best results are obtained by putting before the reader an inferno of aches, pains, sudden death and shattered nerves, why cannot "scare" illustrations and arguments be used in other sorts of advertising? Instead of the neat halftones of modern bathrooms used in the magazines by the Standard Sanitary Manufacturing Co., of Pittsburg, would it not be more profitable to print micro-photographs of the deadly germs that lurk in old-fashioned plumbing? Why not illustrate skin diseases to call attention to the antiseptic properties of Lifebuoy Soap instead of seeking to please a light-minded public with pretty housemaids? If the "horrible example" sells Postum Cereal, why will it not sell Royal Baking Powder? The emaciated female in the Little Schoolmaster's collection could as easily stand for a victim of alum and ammonia. If the crude zinc-etching of a man dropping dead will sell liver pills, why can it not be used to advertise life insurance? These questions were submitted to an advertising man who has had wide experience in proprietary publicity of the "horrible example" sort, and who has also handled the advertising for several thoroughly modern propositions.

"There is no question about the effectiveness of these illustrations," he said. "Perhaps every person of intelligence has asked himself why

they are printed, and wonders who is weak-minded enough to be influenced by their crude effects. Advertising men who use them year after year are usually at a loss to explain the methods by which they produce results, yet they are certainly effective. You cannot go behind actual returns. It seems to me, however, that they are the least modern force in advertising, and though they may be effective for years to come, their appeal will gradually diminish. The world is being educated to another kind of advertising based upon truthful argument, conservative statement and optimism. The 'horrible example' school is based upon exaggeration, and that the world is being educated slowly is shown by the success of anti-coffee and anti-tobacco arguments. It will probably take a good many years for the rational arguments in the magazines to penetrate to the last stronghold of such publicity, but they are bound to penetrate in time, and their influence is widening every day. There are new tendencies in proprietary advertising, too. The public is being educated to sane advertising based upon sound physiology and simple hygiene, such as the publicity of Scott's Emulsion. A remedy of this sort may make its way slowly, but it holds ground longer. The expenditure necessary to maintain sales is infinitely less than the sums spent for the old-fashioned blood and liver tonics, and many of the latter that were widely purchased ten years ago are hardly heard of today. If I were given capital to market a proprietary remedy today I should probably put it upon the most modern lines regarding advertising."

GOOD NEWSPAPER, GOOD ADVERTISING MEDIUM.

As a rule the general appearance of a country newspaper is a good test of its value as an advertising medium. It is safe to assume, generally, that newspapers which present artistic features, in which the print is clear and the articles show preparation, is a better medium than one which appears to have been thrown together indiscriminately, which is blurred in appearance and does not show editorial attention. A newspaper with opinions which it dares maintain is a better advertising medium than one which is weak editorially.—*Omaha Trade Exhibit.*

A \$500.00 FREE AD- VERTISEMENT!!

"THE 7-DAY REVIEW."

Six Evenings and Sunday Morning.
DECATUR, Illinois, Feb. 19, 1903.

Editor of PRINTERS' INK:

The writer has followed with great interest all that has appeared in PRINTERS' INK on the question: Is it possible for a newspaper to present in plain, convincing form, such an analysis of its distribution as will enable at least the experienced student in such matters to form a competent judgment as to the "quality" as contrasted with the "quantity" of its circulation?

It is pretty well conceded, I take it, that as far as "quantity" of circulation is concerned, the rule laid down by the American Newspaper Directory is as simple, as fair and as much of a terror to the circulation liar as can be devised. Indeed the Association of American Advertisers, who are at present foremost in insisting that advertisers are entitled to "quality" information as well as "quantity" information, have set their seal of approval upon Geo. F. Rowell's rule for establishing circulation "quantity."

But while Mr. Rowell has succeeded in convincing Mr. Perine and the Association that his rule for a "quantity" statement is all that could be desired, Mr. Perine and the Association have not succeeded in convincing Mr. Rowell, and I think I may add PRINTERS' INK, that their rule for a "quality" statement is practical, wise or at all worth while.

When the *Review* received from the Association of American Advertisers their request for a detailed statement of distribution, the writer's thoughts on the subject were nearly those given expression to by PRINTERS' INK, when it received the same request. The answer, while not so explicit and argumentative, was of a strikingly similar tenor. At that time the *Review* had no record from which to give the information requested and frankly told them so.

Since that time, however, principally through study of the articles in PRINTERS' INK, the writer came to the conclusion that if so considerable and important a body of advertisers as those constituting the Association in question, believed that accurate, detailed information of the character requested was of material service in enabling them to form an intelligent opinion as to the "quality" of circulation, it was worth the while of any reputable newspaper to keep such an absolute record, from which at the end of each month or each year it would be a simple matter to take off an average distribution statement.

Accordingly forms were prepared and, beginning with January 1, 1903, such an absolute record has been kept by the *Review*.

Six weeks' experience with this record has caused several surprises. The clerical work was not nearly so great or so complicated as had been anticipated.

It was found that the information, which this record carries in compact shape, has been of unexpected value to both the circulation manager and the business manager in enabling them to keep tab, day by day, upon the details which previously had to be dug out of scattering reports, without the quick opportunity for those comparisons which are the index of progress or of arrested growth.

You will find herewith a statement, taken from this absolute record, showing what I have called "Details of Average Daily Distribution of the *Daily Review* for the Month of January, 1903." This statement speaks for itself and I desire to submit it to the Little Schoolmaster for an authoritative expression as to how far, if at all, it serves to convey to the general advertiser information of value in ascertaining the "quality" of the *Daily Review's* circulation as distinguished from the purely quantitative statements which the *Review* has made to the American Newspaper Directory and other directories for the past eleven years.

A copy of this statement was sent to Assistant Secretary Crossman of the Association of American Advertisers, with a request for criticism. In his reply he says:

"We think you have covered the classes of distribution in your January statement. This information is of much value to the advertisers and they are always pleased to receive it. We believe you will find this form of statement of value to your business.

"We see no room for improvement in the manner in which you have compiled the figures of your circulation."

In view of this opinion, the Little Schoolmaster's answer to the following questions would be instructive:

(1) Is the information contained in the *Review's* distribution statement of "much value to the advertisers"?

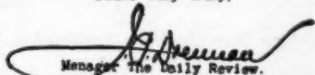
(2) Will advertisers be pleased to receive such statements?

(3) Is it likely the regularly monthly and yearly publication of such average detailed distribution information will prove of any commercial benefit to a daily paper of, say, 6,000 circulation, whose rate is less than one-eighth of a cent a line per thousand actual distribution?

(4) Is there any reason why such a record should be more than proportionately difficult for a bigger paper to keep with reasonable accuracy?

(5) If such a statement is worth while, what improvements can you suggest?

Yours very truly,


Manager, The Daily Review.

Circulation Facts and Figures

CONCERNING

The Daily Review

DECATUR, ILLINOIS

Including the First Regular Monthly
Statement of Details of Distribution
Compiled from Absolute Records

Some of the Pertinent Points Established

AVERAGE CIRCULATION of the

DAILY REVIEW

for the Past Eleven Years

From American Newspaper Directory

1892	2132
1893	2069
1894	2219
1895	2823
1896	3058
1897	2879
1898	3338
1899	3617
1900	4616
1901	5213
1902	5719

Actual Average Distribution
for

January 1903

6062

The Distribution State- ment Shows:

(See Third Page)

That the Average Press Register for the Month was 207 more than the Actual Distribution. . .

That 94 per cent of Total Distribution was "Paid"

That 90 per cent of the Total Distribution was Delivered by Carrier. .

That Two-Thirds of the Total Distribution was in the City of Decatur. .

The Daily Review's Distribution is Now Safely Past the 6000 Mark

The Daily Review, Decatur, Ill.

Details of Average Daily Circulation and Distribution for the Month of January, 1903.

EXPLANATORY NOTE—The following statement is taken from an absolute record, and we guarantee its correctness. It shows:

- 1st—The average number of copies printed daily.
- 2d—The average number deducted each day as not being actually distributed.
- 3d—The average number distributed each day.
- 4th—Details of the Distribution, showing the proportion inside and outside the city of Decatur, the number paid and unpaid, with some information as to what unpaid includes.
- 5th—A recapitulation making the total number distributed balance with the difference between the average number printed each day and the average daily deduction.

Average Press Counts and Deductions for Jan. 1903.

Total Press Register.....6269

LESS DEDUCTIONS:

Spoiled and Wasted in Pressroom... 47
Files and used in Business Office and Editorial Rooms... 24
Returned, left over and otherwise unaccounted for.....136 207

Total Number Actually Distributed.....6062

Details of Average Distribution for January 1903.

IN THE CITY OF DECATUR.

	UNPAID.	PAID.	TOTAL.
Distributed by Carriers.....	87	3737	3824
NOTE—Unpaid includes employees, one copy for each carrier, samples used by carriers to obtain new subscribers.			
Distributed through Business Office.....	56	25	81
NOTE—Unpaid includes samples used by solicitors, duplicate copies to missing subscribers, papers to advertisers, employees, etc.			
Sold by Newsboys and News Dealers	0	84	84
NOTE—All returns are deducted.			
Total City Distribution.....	143	3846	3989

OUTSIDE CITY OF DECATUR.

Distributed by Carriers in Surrounding Towns	721	1510	1631
NOTE—Unpaid includes correspondents, copy to each carrier, a few exchanges, and samples used to obtain new subscribers.			
Rural Free Delivery Routes.....	5	162	167
NOTE—Unpaid are "Review" correspondents and sample copies used to obtain new subscribers.			
Miscellaneous Bundles by Express, Freight and Mail..	13	77	90
NOTE—Unpaid are "Review" correspondents and sample copies used to obtain new subscribers.			
Miscellaneous Mail.....	79	106	185
NOTE—Unpaid includes exchanges, advertisers and a few complimentary copies.			
Total Outside Distribution.....	218	1855	2073

RECAPITULATION.

Total City Distribution.....	143	3846	3989
Total Outside Distribution... ..	218	1855	2073
Grand Net Total Distribution.....	261	5701	6062

QUANTITY AND QUALITY

The Review Tells Its Advertisers Not Only How Many Papers are Printed, but What Becomes of Them

It is now eleven years since The Decatur Review began to make detailed circulation statements. Sometimes—generally—the yearly average showed a handsome increase. Sometimes—twice—a loss was shown—the figures were printed just the same. Here, for instance, is the way the yearly averages run on The Daily Review since 1892:

1892.....	2,182
1893.....	2,069
1894.....	2,219
1895.....	2,823
1896.....	3,058
1897.....	2,978
1898.....	3,338
1899.....	3,617
1900.....	4,616
1901.....	5,213
1902.....	5,719

These statements were all made in detail in accordance with the requirements of the American Newspaper Directory, and therefore we maintain that there are few records more consistent than that of The Review for always be-

ing willing to tell advertisers exact facts about circulation.

But since 1892, the science of advertising has so progressed that a detailed statement of the number of copies printed, even if returns, spoiled copies, etc., are deducted, no longer satisfies the expert, whose business it is to determine whether space in The Daily Review is worth five cents or twenty cents an inch.

Realizing the justice of this demand for specific information as to "distribution" as well as "press capacity" and "white paper bills," The Review began on Jan. 1st, 1903, to keep a "Detailed Distribution Record" from which at the end of each month or each year it is a simple matter to take off an average distribution statement that will show not only the number of papers printed but the number actually distributed as well, and how and where; the number paid for and the number unpaid; that will also show the concentration of circulation, a most important consideration to the general advertiser, who is always exceedingly anxious to get, if possible, one paper that will cover a particular territory thoroughly and thus avoid duplication as much as may be.

SUGGESTIONS ABOUT REVIEW QUALITY

By way of suggestion we would submit that the information conveyed in the accompanying statement warrants the following deductions in regard to the quality of The Review's circulation, the consideration of which is important in passing upon the value of The Review's columns to the advertiser.

First—The amount claimed as circulation is not the press count, as is generally the case, but the number actually distributed, the average deduction for the month being 207.

Second—The Review's circulation has been a matter of slow, steady growth, the result of years of hard work, constant hustling and genuine merit as a newspaper, instead of being a balloon circulation, temporarily boomed by premium offers.

Third—The Review's circulation is concentrated. Two-thirds of the total distribution is in the city of Decatur. There are about 5,000 families in the city and 4,000 of them read The

Review regularly. Over 1,600 more are delivered by carrier in forty-three smaller towns and villages within a radius of twenty-five miles.

Fourth—Carrier circulation is what advertisers are looking for. More than 5,400 copies of The Daily Review are delivered by carrier, being 90 per cent of the total distribution. How many papers can make a showing to equal this?

Fifth—Also worthy of attention in estimating quality of circulation is the very small proportion of unpaid circulation, only 6 per cent. It should also be kept in mind that this unpaid circulation includes a copy to each of The Review's 72 carriers, to each of The Review's 32 correspondents, to each of the Review's 30 employees besides an average of 67 samples daily used in the never ending hustle for new business—all of this circulation being just as valuable for the advertiser as paid circulation.

DECATUR

: : : Best Inland City in State of Illinois : : :

: Central City of the Central State of the Union :

Center of Illinois' Great Corn Belt and Vast Coal Fields

Some facts about Decatur.

Population—Census of 1900, 20,754. Present population, including suburbs, 25,000.

Railways: Wabash—Headquarters Middle Division.

To Chicago, Buffalo and North and East.

To St. Louis, Kansas City, Omaha and South and West.

Illinois Central—To Chicago, St. Paul, Omaha and North and West.

To Louisville, Evansville, New Orleans and the South.

Vandalia—To Terre Haute, Indianapolis and East.

To Peoria and West.

C., H. & D.—To Indianapolis, Cincinnati and East.

To Springfield and West.

Manufactures—First in corn products in the country, grinding 5,000,000 bushels of white corn annually and shipping to all principal countries of the world; a leader in agricultural implements and waterworks specialties; thirty-seven large factories; biggest corn oil mill in the world—erected at cost of \$400,000. Wabash shops here—Wabash pay roll \$75,000 a month.

Building—A total of \$969,450 was spent for new buildings in 1902. Buildings that will call for the expenditure of at least half a million dollars have already been planned for 1903.

Gravel Roads—All main roads out of city graveled—a total of forty miles.

Postoffice—Gross receipts for 1902, \$70,328.26; an increase of \$7,073.24 over 1901, and \$24,072.56 over 1896; carriers, 14; rural free delivery carriers, 6, serving an average of 125 families each.

Paved Streets—20.86 miles; three asphalt, the rest brick.

Water—Unfailing supply from Sangamon river, chemically pure and good for steam; filtered with \$40,000 filter; capacity of plant 10,000,000 gallons a day; special low rates to large users; city owns plant; 2,200 water takers.

Police—Two stations; twenty officers, including chief and captain.

Fire Department—Three houses; thirty-two men, two steamers, three hose wagons, two chemical engines, one combination chemical engine and hose wagon, one large hook and ladder truck; large mains; 300 plugs (extra large ones in business and factory district).

Sewers—Public; thirty miles.

City Lights—Plant owned by city; 200 arc lamps on "dark" nights.

Library—Decatur public; 20,000 volumes.

Parks—Fairview (public), Riverside (private), Central (public).

City Debt—Total \$38,000 (\$15,000 in sinking fund to pay on it).

Tax Rate—Total for all purposes \$6.14½ on \$100 assessed valuation (one-fifth of actual).

Educational Institutions—Public schools, 11; parochial schools, 4; business college, 1; James Millikin university forming with big plant.

Street Railways—Miles of lines, 13½; reaching all sections of city and all connecting at central transfer station, handsomest of kind in country; equipment made new in 1901.

Acreage of City—Inside limits, 2,444; including suburbs, \$3,000.

Banks—Four; total deposits, \$5,000,000.

Churches—Including all places of worship, 37.

The People are Prosperous and Pushing and they read the Review

A LOST JOY.

GRAND RAPIDS, Mich., March 2, 1903.
Editor of PRINTERS' INK:

The letter of the Simmons Mfg. Co. to the editor of PRINTERS' INK, relative to your estimate of the circulation of the Grand Rapids Furniture Record, and your reply thereto (see PRINTERS' INK issue Feb'y 25) induce us to advance the old excuse with which you are doubtless so familiar, namely, that our failure to send in our circulation statement for the past year was purely an oversight. In our case, however, this happens to be the literal truth. We hand you herewith the proof of circulation which we supplied to each of our advertisers—not necessarily for publication, but as a guarantee that we actually mailed the number of copies we claimed as our circulation—the statement of the postoffice department of the number of pounds paid for. We are not aware that any other furniture trade paper has ever sent out its postoffice receipts, although claims have been freely made. We shall take pleasure in sending in to the American Newspaper Directory for the next issue a detailed statement of circulation, with proof of same. Yours very truly,

THE G. R. FURNITURE RECORD,

By *J. J. Stenberg* Sec'y.

The Furniture Record has in at least one instance, in times past, furnished a circulation report that was tangible and trustworthy. It is sad to see so good a paper falling back on so rotten a scheme as printing postoffice receipts to prove circulation. Probably the Grand Rapids postmaster would shrink from mailing bureaus and chairs as second class matter, although he might let them go under a congressman's frank; still very few people feel that a postoffice receipt is anything better than a more or less ingenious scheme for fooling them as to the circulation of the paper issuing it. The best proof of the circulation of a paper is a plain statement by the publisher of the number of copies printed, the same being verified by dates and signature. Such a statement the Record man promised himself to have pleasure in sending to the editor of the American Newspaper Directory, and the Directory man would have had great pleasure in receiving. It was, however, a pleasure that had been denied both

these good men when the Directory forms for 1903 were put to press a week or two ago.

BOSTON ADS.

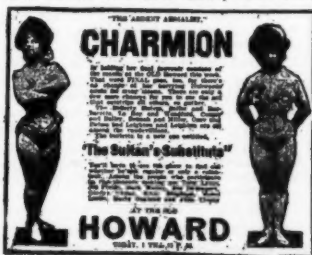
Established 1852.
LEOPOLD MORSE & CO.
BOSTON, Mar. 12, 1903.

Editor of PRINTERS' INK:

In the current issue of your paper is a very interesting article on the papers of this city. Incidentally there is a comment on the advertising of the retail stores. I inclose a few specimens of the sort of advertising I have been doing for this house during the past three years. Merely adding that the business done by this house at present is the largest in its history, I am

Yours respectfully,
HENRY KUHN, Adv'g Mgr.

The specimens submitted by Mr. Kuhns are thoroughly commendable; they are the Rogers, Peet ads of Boston, perhaps a little improved. The Leopold Morse ads have always been excellent, as excellent as the concern that inserts them. A house in which the spirit of a man like the late Mr. Morse lives and directs, cannot help of making a success in trade. The Boston retail ads are as a rule not very good—lacking character. The department store ads are wholly devoid of life and dash, but their



dullness may be preferable to the kind of ad here reproduced which recently appeared in a morning daily of cultured Boston.

In the great centers of activity, newspapers are divided by intelligent advertisers into two classes, those whose circulation is known and proved, and those who try to hide the facts of their circulation, and hire men to go about claiming twice, three and even four times their real circulation. This system of deception is a positive and a very great injury to honest newspapers and to innocent advertisers. Dishonest newspapers are generally found out in the long run, but sometimes their run is long.—*M. Lee Starke.*

MEDICAL PUBLICITY.

CEDAR RAPIDS, IOWA, Mar. 16, 1903.

Editor of PRINTERS' INK:

An "advertising physician" or healer of diseases is usually looked upon as a quack by the public, for seldom does a regular physician insert more than a card in the dailies and never issues a booklet. The most frequently found phrase in medical advertisements or of those who heal without drugs, is "cures all diseases." Cedar Rapids, Iowa, has a healer, however, who stands pre-eminent, perhaps, among all in the United States for advertising that he cures nothing. He claims, and claims honestly, that nature effects the cures, he only putting the human machine in smooth running order so nature can work. His method of treatment is based upon the fact that the nerves control all functions of the body, and the theory that injury to the nerves creates all the disorders and diseases. Injury to the nerves is effected usually through pressure in the backbone. Release that and nature is free to act.

Dr. S. M. Langworthy, the doctor referred to, is a chiropractic, a live, wide-awake advertiser, has read PRINTERS' INK for five years and has inaugurated many novelties in his advertising. He has found through trials that booklets descriptive of his methods and cures are the best mediums for him, newspapers paying very small returns. He has but lately adopted the method of advertising he cures nothing and is now getting out a sixteen page booklet of his work. In distributing these booklets, Dr. Langworthy has evolved another new idea, the booklets have an attractive cover, 9 by 12 in. in size, announcing the contents. These he proposes to distribute from door to door, pinning them on the house near the front door. For this purpose he has had made for his distributors, small pieces of steel, to drive in the pin. The steel is four inches long and half an inch in diameter, one end rounded to hold in the hand. In the other end is a hole as large as a pin head and about an eighth of an inch shorter than a pin. The pin is put in this hole, head downward, and the steel by a gentle tap forces it into the booklet and wood of the door-frame. The effect of block after block of booklets being exposed in this way can easily be pictured. The sight in itself will be a good advertisement for passersby and it has the additional advantage of delivering the matter to the people in a clean and fresh condition. It can not be blown away by the wind and is impressed strongly on the people of the house when it is taken and attracts attention by the novelty of its delivery.

Dr. Langworthy has issued several booklets, one being attached by strings to the front door handles. Small towns surrounding the city have been covered by mailing literature to fifty or sixty in a place. This paid well, and from the patients secured, a fine list of others was secured, who were furnished with literature. This also paid big returns, people coming to be treated with the booklets in their hands. The doctor believes there is no other healer of diseases in the country who has been honest enough to advertise he heals nothing

and hopes to secure even larger returns by this method. Yours truly,
HERBERT H. SMITH.

NOTES.

SOME forceful mailing cards and envelope fillers are used to exploit Wingold Flour, made by the Bay State Milling Co., Winona, Minn.

JAMES O'FLAHERTY and R. B. Adams, 115 Nassau street, New York, have been appointed New York representatives of the Newark Sunday Call.

A NEAT, comprehensive folder from the Inland Type Foundry, St. Louis, describes the Country Quarto Folder, a machine built for publishers of small newspapers.

THE latest development in breakfast foods is the ten-cent package. It is said that the innovation was first made by the X-Cello Food Co., of Battle Creek, Mich.

THE mailing card from the Comstock-Avery Furniture Company, Peoria, Ill., is not conspicuous for attractive printing, but has the merit of quoting plenty of prices on household goods.

HART & Co., printers and advertising agents, High Holborn, London, England, send out a folder that is rather overdone in color scheme and underdone in a presentation of rational facts.

The Thompson Company, clothiers, 245 Broadway, send out a facsimile handwriting postal calling attention to spring styles that is in line with the scheme described on page 14 of the March 4 issue of PRINTERS' INK.

A HANDY telephone pad is being distributed by the Milwaukee Sentinel, and it is used as an illustration of the fact that a half-inch want ad in this daily covers ten times as much white paper in the entire daily issue of the Sentinel as is contained in the pad itself.

FARM crops for 1902 were worth \$2,557,895,416 according to a report in the New York Herald. The publisher of Comfort, Augusta, Maine, reproduces this report as an argument for his monthly, which claims a circulation of 1,250,000 copies among country people.

THE little booklet called "About Advertising," from Iles, Baker & Co., 188 Strand, London, sets forth the fundamental principles of its subject in a terse way and with less bias for the firm's side of the matter than one ordinarily finds in literature of this sort.

A PSEUDO-LEGAL document entitled "A Clear Case" presents arguments for the printing and electrotypes of the McDonald Press, Cincinnati, Ohio. This concern makes plates for Ivory Soap, None-Such Mince Meat and other advertisers who use them in large quantities.

A BOOKLET and folder from the Racine Knitting Company, Racine, Wis., offers capital stock in that corporation and describes its equipment, methods, market, plans and prospects in a conservative, convincing way. It is as good a presentation of the subject as the brochure issued a year ago, with several improvements in typographical dress.

A BOOKLET describing Milton Planos, made, at 1881 Park avenue, New York, contains some excellent technical descriptions and arguments, plainly presented, but the typographical and color schemes are not so happy or dainty as one could wish in this form of literature. Matthews-Northrup Press.

A LIST of farm property for sale by J. Allen Stephens, Muncie, Ind., comes in the form of a neatly printed booklet of forty pages, with map. This property is scattered all over the United States, and the arguments that accompany detailed descriptions are calculated to inspire confidence in Mr. Stephens' methods.

THE largest theatre party ever given visiting newspaper men in New York was tendered last Tuesday night (17th) at the Herald Square Theatre, by Arthur Leslie, president of the Leslie Newspaper Syndicate. Almost the entire orchestra was filled with prominent publishers, who were in the city attending the annual meeting of the American Newspaper Association.

A FINE little booklet from the *Review of Reviews* contains arguments for that magazine as a medium for educational advertising, with rates and reproductions of the various styles of ads admitted to its classified pages. It is claimed that this monthly not only carries more educational advertising than any other publication, but that its rates are lower in proportion.

Two handsome catalogues show the products of the Art Metal Construction Company, Jamestown, N. Y. This concern makes fireproof steel letter files, metal shelving and office fixtures, metal book racks for libraries and metal fireproof cabinets for various purposes. The catalogues are handsomely printed and illustrated, while the arguments are clear, concise and convincing.

"PHOTOGRAPHY for Young Folk" is a dainty little booklet that was sent out just before Christmas by the Kodak Shop, 223 Grand avenue, Milwaukee. It describes a five-dollar camera and developing outfit suitable for children, and is illustrated with halftones showing the sort of pictures that may be made. Such a booklet must assuredly have brought business if properly distributed.

THE *Magazine of Humor* is a neat vest pocket monthly published to call attention to the *Hardware Dealers' Magazine*, New York. While the jests are chiefly written with the scissors, they are by no means ill-chosen, and the publication ought to while away an idle half hour—if anybody has such a luxury in these stirring times. The idea is distinctly good, and will doubtless be improved upon in future issues.

"Know to Whom You Advertise" is a well-printed booklet that tells something about the homes reached by *Home and Flowers*, the Springfield (Ohio) monthly. The matter is excellent, but might have been supplemented with more details concerning the publication itself. The mechanical work by the Pirsch Press, Dayton, Ohio, is commendable, but the halftones are of rather an indifferent quality compared with paper and general style of the booklet.

Two extremely neat and pithy booklets come from the First-Mortgage Bond and Trust Company, Chicago. The first deals with "The Sound Lending of Money," and the other takes as its text the fact that "The Safest Security on Earth is Earth—Real Estate." Clear exposition and sound business sense mark the arguments. The latter booklet bears the imprint of George Garretson & Co., printers and writers, 242 South Water street, Chicago.

GEO. P. ROWELL & Co. send us a neat compact little cloth-bound volume entitled "Leading Newspapers." It is a little manual for advertisers. It begins with a complete list of all periodicals, 146 in number, with a circulation supposed to be over 75,000. Following is a consideration, for advertisers, of the leading papers by States, while the latter half of the book gives information of papers by class and trade. Proper indexes are supplied. The little volume (it is a 16mo.) is an exceedingly handy reference book for the desk or even the pocket, and seems to cover in an admirable manner the great newspaper and magazine interest of the whole country. \$1.—New York Bookseller, Newsdealer and Stationer.

GEO. P. ROWELL, in his latest book, which should be in the hands of every advertiser and can be got for one dollar by addressing him at New York, says: "California has about one-twentieth of the area, one-fiftieth of the population and one-thirtieth of the newspapers of the United States. It has ten towns of more than 10,000 population each, while San Francisco ranks ninth among the great cities of the American Union. The leading newspapers of California take very high rank when compared with the best of those emanating from the Eastern States; and the PRINTERS' INK Sugar bowl awarded to the newspaper that gives an advertiser better service, in proportion to the price charged, than any other published south of a line drawn through San Francisco, St. Louis, Cincinnati and Philadelphia to the Atlantic Ocean, went to a California paper, the Los Angeles Times. Only twenty-one California towns, however, issue papers having an average sale of so many as a thousand copies. The great San Francisco dailies are supposed to dominate the advertising field. Outside of San Francisco, Los Angeles, Oakland and Sacramento, no daily has credit for issuing regularly so many as 5,000 copies. Only two weeklies credited with so large a regular issue are published outside of San Francisco." This little book covers every State in the Union, and gives a great lot of facts in a condensed and useful form.—*The Royal Templar, Buffalo, N. Y., March, 1903.*

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AGENCY, Montreal.

PRINTING
of every description, a little bit better and
just as cheap, at
Printers' Ink Press, 45-47 Rose St., N. Y.

BRITISH ADVERTISERS' AGENTS

Gordon & Gotch

Estimates and every information supplied.
St. Bride St., London, Eng. Founded 1853.

**British and
Colonial
Advertising**

Many leading American and
Canadian Advertisers avail
themselves of our exceptional
facilities for placing British,
Australian and South African
Advertising on the most advantageous
terms. But we can
still add to our list. A note of
inquiry is solicited. ❧ ❧ ❧

C. Mitchell & Co.

ESTABLISHED 1837.
Mitchell House, Snow Hill,
London, E. C. Eng.

**Benziger's
Publications**

A list of 14 periodicals
covering the entire Catholic
field, with a circulation
of 1,901,000 copies.
To reach the Catholic
Institutions, the Clergy
and Catholic families of
the whole country Benziger's
Publications offer you the most effective
means. For descriptive
booklet and rates address

BENZIGER BROS.

36-38 Barclay Street,
NEW YORK.

The St. Paul Globe

Circulation Jan. 1st., 1903, 31,050.

Average Circulation for month
of December, 1902, 28,398.

The Globe's increase in circulation and advertising patronage the
last six months has been greater than that of any other Twin City
newspaper. *Largest St. Paul morning circulation. Books
open to all interested.*

THE GLOBE CO., St. Paul, Minn.

M. F. KAIN, Business Manager.

Foreign Representatives:

CHAS. H. EDDY, Tel. 2971.-John
10 Spruce St., NEW YORK CITY.

F. S. WEBB, Tel. Main 2467
87 Washington St., CHICAGO.

RIPANS

RIPANS Tabules
Doctors find
A good prescription
For mankind

The 5-cent packet is enough for usual occasions. The family bottle (80 cents) contains a supply for a year. All druggists sell them.

Joliet's Fine Public Schools

There are thirty public school buildings in Joliet valued at \$750,000, and 176 teachers. Parks and nurseries are part of the school grounds. The new high school alone cost nearly a quarter of a million dollars. Also ten church schools and a business college.

The patrons of these schools read THE NEWS.

WHEN

a strong Republican two-cent evening paper like

THE JERSEY CITY EVENING JOURNAL

has far the largest circulation in a Democratic stronghold

THAT

means something that shrewd advertisers appreciate.

Daily Average Circulation:

1899, 14,486

1901, 15,891

1900, 15,106

1902, 17,532

1903, 18,460

A HOME-NOT A STREET CIRCULATION.

IMPORTANT CHANGE OF RATE AND SIZE OF PAPER

*Beginning with the MAY
ISSUE the size of*

The
MAGAZINE
of
MYSTERIES

will be enlarged.

ADVERTISING PAGES WILL BE AS FOLLOWS:

Three Columns to a page.

Width of Columns, $2\frac{3}{4}$ inches (16 picas).

Length of Columns, $12\frac{1}{2}$ inches (175 lines).

Width of Double Column advertisements, $5\frac{1}{2}$ inches.

Size for full page advertisements, $8\frac{3}{4} \times 12\frac{1}{2}$ inches (525 lines).

Our Columns will be the regular Magazine width.

The advertising rate will be

40 Cents Per Agate Line.

It is guaranteed that no issue will be less than

100,000.

From the way subscriptions are coming in, it will not be long before we can guarantee a much larger circulation.

Forms close first of month preceding date of issue.

FOR FURTHER INFORMATION ADDRESS
ADVERTISING DEPARTMENT

The Magazine of Mysteries

— 713-718 TEMPLE COURT —
NEW YORK CITY.

ON POSTAL LAWS.

There are certain rulings of the Post-office Department about newspapers and their subscribers which ought to be widely disseminated. This information is buried out of general sight of the public in the official records of the department. It consists of a letter from an assistant attorney general for the Postoffice Department, being a reply to a communication addressed to the department. The relations between newspapers and their subscribers are so close, that innumerable controversies have arisen as to their respective rights, and will continue more or less for all time; but the official declaration as to these rights, coming from a law officer of the department, will largely tend to straighten out many kinks and kicks in newspaper offices, postoffices and homes all over the United States. These rulings are upon the so-called "newspaper laws," which have gone the rounds of the press for years, both in a general and specific way, but which have no existence in part as laws; never were and are not now. Yet some collection agencies, and some unscrupulous persons had the face to print these alleged "laws" on their letter heads. I will give you the fake "newspaper laws" in full, and the rulings in part, but sufficient to cover the question intelligently; and as they are to appear in the department's official guide for February, 1903, they may be taken as the very latest and authoritative comment upon the important question of "the newspaper and its subscribers."

The following are the alleged "laws" about newspapers which so many people believe really are laws:

Subscribers who do not give express notice to the contrary are considered as wishing to renew their subscriptions.

If subscribers order the discontinuance of their periodicals, the publisher may continue to send them until all the arrearages have been paid.

If subscribers neglect or refuse to take their periodicals from the postoffice to which they are directed they are responsible until they have settled their bills and order them discontinued.

If subscribers move to other places without informing the publishers, and the papers are sent to the former addresses, they are held responsible.

The courts have decided that refusing to take periodicals from the office or removing and leaving them uncalled for is prima facie evidence of intentional fraud.

If subscribers pay in advance they are bound to give notice at the end of the time if they do not wish to continue taking it; otherwise the publisher is authorized to send it, and the subscriber will be held responsible until express notice, with payment of all arrearages, is sent to the publisher.

The latest postal laws are such that newspaper publishers can arrest any one for fraud who takes a paper and refuses to pay for it. Under this law the man who allows his subscription to run along for some time unpaid and then orders it discontinued, or orders the postmaster to mark it "refused," and have a postal card sent notifying the publisher, leaves himself liable to arrest and fine, the same as for theft.

In commenting on these "fake" laws, the assistant attorney general, in his letter in part, said:

There are no such laws as these enacted by Congress or established by the Postmaster-General. And it has been held that when a publisher duns a party for the price of his paper, which is not due, accompanied by a threat to enforce such laws if his demand is not met, he is guilty of an attempt to obtain money under false pretenses, if he knows these so-called laws have no existence as laws. The only federal statute on this subject is Section 3885, Revised Statutes, which reads as follows:

Postmasters shall notify the publisher of any newspaper, or other periodical, when any subscriber shall refuse to take same from the office, or neglect to call for it for the period of one month.

The existing regulations prescribed by the Postmaster General to carry into effect this law are as follows: Notice will be given when a newspaper or periodical is uncalled for, or refused, or when the subscriber changes his address without notifying the publisher or ordering his mail forwarded. If the first notification be disregarded a second may be sent, calling attention also to the fact of previous notice. The notice is to be given to publishers in Canada, Cuba and Mexico as well as this country.

Postmasters should make a record, for their own protection, when a publisher is notified of the non-delivery of his paper to a subscriber. This record should show the name of the publication, city or town in which it is published, name of the subscriber and the date when the notice was sent.

After a publisher has been notified, as required in a previous section, that copies of his publication are either refused or remain uncalled for, such matter will be held for thirty days, after which the same, and all copies subsequently arriving, should be placed with the waste paper.

These regulations have been in force at least since 1887, and probably much longer.

It is not necessary for me to point out the difference between the above-quoted statute of the United States and the regulations of the Postmaster-General and the so-called newspaper laws, for the difference is apparent by a simple inspection and comparison. I doubt not, as you say, that the publishers of newspapers lose a great deal of money that is legally and equitably due them from subscribers but I cannot believe that they will threaten to enforce against delinquent subscribers what purport to be laws of the most stringent kind, when they are informed that there are no such laws. The relation between the publisher of a newspaper and a subscriber is that of a contract, and the same rules of law apply in that case as apply in other business dealings between man and man. I have thus gone into details so that there may be no misunderstanding of my position, and I hope the agitation will go on until publishers and patrons of the newspapers and periodicals of the country know and understand their relative rights, obligations and liabilities.

—Statement of a Department Official to the Washington, D. C., Star.

THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

Office, 228 Madison St., New York

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

REFERRING TO RECENT PUBLICATION OF GEO. P. ROWELL & CO. REGARDING THE CIRCULATION OF TEXAS PAPERS, THE FOLLOWING VOLUNTARY TESTIMONIAL FROM ADVERTISING SUGGESTIONS FOR JAN., 1903, IS PRINTED FOR YOUR CAREFUL THOUGHT AND CONSIDERATION.

THE SAN ANTONIO EXPRESS.

IT OCCUPIES A FIELD EXCLUSIVELY ITS OWN.

For miles and miles before reaching it, you hear the roar of the mighty Niagara; your ears finally become accustomed to the noise, and then every energy is bent towards seeing the cause of the uproar. When finally you come in view of the magnificent creation of the Supreme Being, you wonder on, but you cannot conceive that the Falls should be anywhere else. They are just where they should be, and if it were in the power of man to corral every drop of water and then transport the immense abyss to some other point, the object for which they have become a part of the earth's creation would not be subserved. This thought has often occurred to the writer when attention has been called to the position to the San Antonio EXPRESS, in its relation to the morning press of Texas. It is just where it belongs. The field it occupies is almost exclusively its own, as is the roar of the mighty Niagara. A part of the Niagara. The EXPRESS is in nobody's way, and nobody is in the way of the EXPRESS. It has a territory that can be covered by no other newspaper. It is true, at this or that point, there is a slight invasion, but indeed, so slight that even the invading paper does not realize

that it is treading in the preserves of the EXPRESS. The field of this paper is Southwest Texas; and what does that mean? It means a territory in area larger than the New England States. It also has a larger circulation in the Republic of Mexico than is possibly enjoyed by any other American newspaper. It is the Niagara of the Southwest, and its mighty roar is heard at all times in the interest of its constituency. The San Antonio EXPRESS was started in 1865, and during that time has witnessed the rise and fall of many promising newspaper ventures in its field. The EXPRESS is published by the Express Publishing Company, of which Col. Frank Grice is president and Mr. C. F. Cotton is secretary-treasurer and business manager. Mr. Cotton has occupied this position for about fifteen years, but prior to that time had been in the mechanical department of the paper. He is specially well fitted for his present position owing to his thorough knowledge of the newspaper business from the press room to the Mergenthaler. During his management the EXPRESS has grown into a metropolitan daily, and to-day stands abreast with the best papers in the country. Its building, while not so elaborate, perhaps, as some of the recent newspaper buildings, is thoroughly fitted with all improved machinery, and its facilities are not surpassed by any paper in the South.

THE SAN ANTONIO EXPRESS is represented in New York by JNO. P. SMART, Room 628, No. 150 Nassau Street.

I love my love with an "O" and "P."

PRINTERS' INK is fearless and independent in its treatment of all questions pertaining to advertising. It is the leader in the movement for practical and up-to-date methods. It is the best guide for prospective advertisers. It has readers the whole world over.—*James J. O'Hearn, Albany, N. Y.*

The really live business men to-day are those who appreciate the value of advertising as a business builder. The history of all the startling business successes in the United States in the past fifty years is a testimonial of the value of intelligent and persistent advertising. PRINTERS' INK, the Little Schoolmaster in the art of advertising, is the best thing published for instruction in advertising. It tells how advertisers have made money in the past, and outlines new and fetching schemes for publicity.—*G. L. Olds, Alexandria, Bay, N. Y.*

No matter what line of business you are in your efforts will be more fruitful if you become a reader of PRINTERS' INK. Compare the ads of nowadays with those of a few years ago, and credit this remarkable improvement to the authority on advertising, PRINTERS' INK.—*H. M. Price, Detroit, Mich.*

The question with business men is how to get better results from advertising. Truthful, well-written ads never fail to bring good results and there is nothing that will assist you in getting better results from your advertising than the Little Schoolmaster known as PRINTERS' INK.—*George A. Pickens, Maryville, Mo.*

The latter day Gamaliel, at whose feet the advertisers of the United States have sat for years with profit, is PRINTERS' INK, the pioneer advertising weekly—the Little Schoolmaster of the art and science of publicity—the worthy sire of an innumerable progeny of publicity publications.—*J. D. Petty, McKeesport, Pa.*

The spreading of knowledge about advertising has hurt the firms who were first to use space to advantage. It's much the same as though I had spent twenty years in learning to play billiards, working out the science, theory and practice of the game alone. Then you came along knowing nothing of the game, perhaps, take some lessons of Schaeffer, and beat me in six months. It doesn't seem fair, does it? In fact, we have very good reasons for damning PRINTERS' INK, though I shouldn't care to have the adjective published. Why? Because your paper tells altogether too much about advertising, and teaches people to advertise too well.—*From a published interview with the proprietors of Pearline.*

If you want to know all about advertising you read PRINTERS' INK, the Little Schoolmaster in the art of advertising. That's what it's for.—*A. F. Pirie, Dundas, Ont., Canada.*

Wide-awake advertisers, those who know a good thing when they see it, are daily putting into practical use the teachings which the Little Schoolmaster sets forth. It is helping them build up profitable businesses—it is putting money into their pockets.—*L. V. Patterson, Alliance, Ohio.*

An inkling of the methods and systems of large advertisers, of the "ups and downs" in the experiences of small advertisers, with sound and practical advice on the subject of advertising suited to all traders seeking publicity, is to be found in PRINTERS' INK.—*J. H. P., Philadelphia, Pa.*

PRINTERS' INK is the twentieth century searchlight in the path of successful publicity, the key to the knotty problems which are constantly facing the business man. It's the publication on the art of advertising which you hear so much about not only here but across the "pond."

PRINTERS' INK is a library of universal knowledge in the art of advertising, the best of all the advertising publications in the world.—*W. P. Perkins, Brooklyn, N. Y.*

Does your advertising pay? If it does not we would suggest that you subscribe for PRINTERS' INK, the Little Schoolmaster in the art of advertising. The experience of leading advertisers is told in its columns, and the success of some and the failure of others. It tells you not only how to advertise but also how not to advertise, which is equally important. Besides telling you how to write ads it tells you how to place them so that they will do you the greatest good. If your advertising does pay PRINTERS' INK will tell you how to make it pay better.—*Robert C. Price, Bloomington, Ill.*



THE CHEAPEST THING AT THE BARGAIN COUNTER.

That's It!

October 1st
to 15th.

**Largest Paid
Circulation
ever obtained
by a
Nashville,
Tennessee,
newspaper.**

October	Samples, Exchanges, etc.	Actual Copies Sold.
1st,	1,066	15,134
2d.	716	15,684
3d.	600	16,950
4th,	10,550	15,782
5th, Sunday.		
6th,	900	15,757
7th,	798	15,585
8th.	683	15,642
9th,	550	15,823
10th,	820	15,521
11th,	10,800	15,703
12th, Sunday.		
13th.	705	15,888
14th,	1,000	15,600
15th,	560	15,865
	29,748	204,934

**Daily average
copies sold - 15,764**

**Daily average
circulation - 18,052**

There's no question about it, the DAILY NEWS offers *by far* the best advertising proposition ever offered by any *Tennessee newspaper*. Covers every inch of its field.

DAILY NEWS, NASHVILLE, TENN.

Western Representative,
C. A. ALLEN,
112 Dearborn Street,
CHICAGO.

Eastern Representative,
F. M. KRUGLER,
918, 150 Nassau Street,
NEW YORK.

Quality Never Varies

SAULTE STE. MARIE, Mich., Mar. 4th, 1903.

Printers Ink Jonson, New York, N. Y.

Dear Sir—Inclosed find draft for \$20.00 for 500-lb. barrel of news ink, *same as we have been getting from you heretofore.* Yours,

NEWS-RECORD CO.,

M. J. MAGEE, Gen. Mgr.

TRENTON, N. J., Mar. 9th, 1903.

Printers Ink Jonson, New York City.

Dear Sir—We inclose postoffice order for \$20.00, for which send us 500 pounds of news ink, *same as last.* Very truly yours,

TRENTON TIMES,

B. W. CUTLER, Bus. Mgr.

My news ink seems to give universal satisfaction, judging by the number of orders I receive requesting the quality to be *same as last.* This homely testimonial carries as much weight as one consuming several letter sheets couched in the most flowery language.

Kind words from customers have secured more orders for me than all the wit and humor I could infuse into my advertisements. My whole ambition is to please those who buy from me by giving full value for their money. My prices are not up to-day and down to-morrow. I did the marking nearly ten years ago, and threw away the brush, never to use it again. My news ink is sold as follows:

500-pound barrel at 4c. a pound

250 " keg at 4½c. "

100 " keg at 5c. "

50 " keg at 5½c. "

25 " keg at 6c. "

My fine job inks tickle the hearts of the most fastidious printers and are sold in ¼-lb. cans for 25 cents a can. Medium grade inks listed by my competitors at \$1.00 a pound, can be bought from me for 40 cents in single pounds, or a 3-lb. can for One Dollar. Money refunded when goods are not found as represented. Send for my price list.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street, " " " " " New York

The Best School

for young men and women who want to learn advertising and ad-writing, is the *home study* of PRINTERS' INK, published weekly at 10 Spruce Street, New York City. There is a grand opportunity in the advertising field for young men and women of ability—create and develop yours by taking a year's reading of PRINTERS' INK, which costs you only *five dollars* for 52 weekly lessons. This can be done at home and was the starting point of many now famous advertisers. Send 10 cents for a sample copy. Address GEO. P. ROWELL & Co. (*Dept. S.*), 10 Spruce St., New York.

\$5

